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FORUM  
of Slavic  
Cultures  
20 Years

20 LET

# ANNUAL REPORT 2024

Ljubljana, February 14, 2025

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# 1 Introductory Address

Dear Partners, Colleagues, and Friends,

As we present the 2024 Annual Report of the Forum of Slavic Cultures, we do so with immense gratitude and pride. This year has been one of celebration, collaboration, and remarkable achievements, made possible by the unwavering support and dedication of our partners across the Slavic world and beyond.

In 2024, we marked two significant anniversaries: the 20th anniversary of the FSK and the 10th edition of the ŽIVA Award. These milestones are not just a reflection of time but a testament to the power of partnership. Over the past two decades, we have grown into a vibrant network, which would not have been possible without the collective efforts of our partners—ministries, cultural institutions, writers, translators, and creative minds—who have shared our vision and walked this path with us. Your collaboration has been the driving force behind our success, and your commitment to preserving and promoting Slavic cultures has inspired us every step of the way.

To mark this important milestone, we held a two-day celebratory event in Belgrade, bringing together leading figures from the fields of literature, cultural heritage, and museology. The anniversary featured the 20 Years Together exhibition, inaugurated at the National Library of Serbia. This exhibition highlighted the Forum's two decades of impact, showcasing key projects, partnerships, and cultural initiatives. The opening ceremony was attended by Serbia's Minister of Culture, Nikola Selaković, along with numerous dignitaries and cultural figures. Alongside the exhibition, strategic meetings were held, including a gathering of the FSK Editorial Board for the *100 Slavic Novels* collection and the FSK Program Council. These discussions focused on advancing cultural cooperation and expanding literary and heritage initiatives within the Slavic world.

The Živa Award, now in its 10th year, continues to be a cornerstone of our mission to celebrate excellence in the museum sector. This year's ceremony in Gabrovo, Bulgaria, brought together 152 experts from 15 countries, showcasing the best of Slavic cultural heritage. Today, the ŽIVA network connects 220 museums from 12 Slavic countries and 150 museum professionals from 17 nations. The award ceremony was a vibrant celebration of innovation, creativity, and sustainability, highlighting the incredible work being done by museums across the Slavic world. Dear winners, nominees, and jurors—thank you for your passion and dedication. Your efforts remind us that museums are not just guardians of the past but also pioneers of the future.

Literature remains at the heart of our mission, and 2024 was a landmark year for the *100 Slavic Novels* collection. The publication of the 100th book—Berta Bojetu's *Filioni doma* in Serbian—was a moment of pride and reflection. This milestone underscores the importance of translation in bridging cultures and fostering mutual understanding. We organized numerous literary events, bringing together Slavic authors, translators, and publishers to strengthen cultural exchange. Our participation in the Leipzig Book Fair further amplified the reach of Slavic literature, with events that attracted thousands of visitors and showcased the richness of our literary traditions.

This year also marked significant progress in the Women Writers Route, a certified Cultural Route of the Council of Europe initiated by FSK. This initiative has strengthened the visibility of women authors in the Slavic world and beyond, fostering literary dialogue and collaboration. In addition, Ljubka's Trail, developed in partnership with the Lojze Bratuž Cultural Center, was officially launched as part of the European Capital of Culture GO! 2025 program. This project highlights the literary and cultural legacy of Ljubka Šorli and other prominent women writers of the Gorizia region, creating a meaningful cultural-tourist route that connects communities through literature. To the writers, translators, and publishers who have contributed to this journey—thank you for your creativity and commitment. Your work has brought our stories to life and connected us across borders.

Villa Zlatica, our headquarters in Ljubljana, has become a true center for cultural dialogue. In 2024, we welcomed over 500 visitors, more than double the number from the previous year. The villa hosted a diverse program of events, from guided tours and exhibitions to theatrical performances, such as Miroslav Krlježa's *In Agony*, which captivated 160 theatergoers. A special thank you to our guides, collaborators, and guests—your enthusiasm and support have made Villa Zlatica a home for Slavic culture, where history, art, and dialogue come together.

As we look to the future, we are filled with gratitude for the partnerships that have brought us this far and optimism for the journey ahead. The FSK remains committed to fostering cultural dialogue, preserving heritage, and promoting innovation. We will continue to build bridges, celebrate diversity, and create a more inclusive and culturally rich Europe.

To our partners—near and far—thank you for your trust, creativity, and dedication. Your contributions have been the foundation of our success, and we look forward to many more years of collaboration and shared achievement.

With heartfelt thanks and warm regards,

Dr. Andreja Rihter

## 2 About the Forum of Slavic Cultures

The International Foundation – Forum of Slavic Cultures operates pursuant to Article 18 of the Foundations Act (Official Gazette of the RS No. 60/95) and Article 16 of the Act Establishing the International Foundation – Forum of Slavic Cultures. At its regular session of 22 October 2004, the Board adopted the Statute, which was modified based on the agreement of Board members at its regular sessions of 2 July 2010, 5 April 2011, 21 April 2012, 11 November 2013, 4 September 2018, 20 June 2019, and at correspondence meetings in December 2008, on 13 September 2010, 20 February 2014 and 7 August 2015.

The document underpinning the operations of the International Foundation – Forum of Slavic Cultures is the Strategic Plan. The applicable version was updated on 13 January 2022 and serves as the basis for Forums' operations in the strategic period 2022–2027. The document defines the vision, mission, values, strategic orientations and priorities of the International Foundation – Forum of Slavic Cultures.

### History

The Forum of Slavic Cultures (FSK) is a non-profit and non-governmental organisation connecting the Slavic countries of Belarus, Bulgaria, Bosnia and Herzegovina, the Czech Republic, Montenegro, Croatia, Poland, Russia, North Macedonia, Slovakia, Slovenia, Serbia and Ukraine. Its inception was prompted by the accession of Slavic countries to the European Union in 2004.

The initiative for the foundation of the FSK goes back to December 2002, when ministers of culture of Slavic countries met at an informal meeting in Brdo pri Kranju at the initiative of the then minister of culture of Slovenia. Together, they drafted a statement in which they called upon their countries to strengthen and promote mutual collaboration in culture and accelerate cooperation in European and other international organisations in the framework of the Forum of Slavic Cultures, which was to be based in Ljubljana.<sup>1</sup> In 2004<sup>2</sup> Slovenia drafted the Act establishing the FSK as an international foundation.

Members of the first Board were appointed by Slovenia, Bulgaria, Bosnia and Herzegovina, Croatia, North Macedonia, Poland, Russia, Serbia and Montenegro. The constituent meeting of the FSK Board was held on 29 June 2004 in Ljubljana. The constituent meeting of the FSK Programme Council was held on 20 and 21 March 2006, also in Ljubljana.

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<sup>1</sup> The International Foundation – Forum of Slavic Cultures was established based on the Foundations Act (Official Gazette of the RS No. 60/1995, official consolidated text ZU-UPB1, Official Gazette of the RS, No. 70/2005). Pursuant to provision of Article 1 of the Foundations Act and Article 1 of the Act establishing the International Foundation Forum of Slavic Cultures adopted on 29 June 2004 the Foundation is a legal entity governed by private law.

<sup>2</sup> On 30 September 2004 the Ministry of Culture of the RS published its consent to the Act establishing the International Foundation – Forum of Slavic Cultures (Official Gazette of the RS, No. 115/2004). On 29 November 2004 the Foundation was registered in the Slovenian Business Register at the Agency of the Republic of Slovenia for Public Legal Records and Related Services (AJPES).

## Vision

Believing in the power of working together, we create an environment where Slavic cultures meet, cooperate and develop in accordance with the values of tolerance, understanding and solidarity.

## Mission

The Forum of Slavic Cultures is a dynamic meeting point for partnerships and projects that brings together and connect Slavic cultural and artistic endeavours, and strengthen their visibility and presence in the world. Through mutual cultural initiatives we showcase the rich heritage, art and science of the Slavic peoples, while through educational programmes we promote the visibility and understanding of these cultural expressions.

In the Statute, the FSK defined the purpose of its operations as:

- to promote the information flow in the field of culture in all countries whose inhabitants speak Slavic languages;
- to promote the realisation of joint cultural projects in all countries, whose inhabitants speak Slavic languages;
- to establish study programmes supported with grants for art academies;
- to promote the mobility of artists between countries whose inhabitants speak Slavic languages;
- to promote initiatives for cultural projects, exchanges and guest appearances from all countries whose inhabitants speak Slavic languages, and to offer assistance in seeking out suitable partners in these countries;
- to promote joint research in the field of culture;
- to promote cooperation in the field of linguistics and Slavic studies in general;
- to organise conferences, colloquia and other expert meetings;
- to promote information flow in the field of culture, cooperation and realization of joint cultural projects involving third countries.

## FSK Staff

The Foundation's employees are:

- |                                     |  |
|-------------------------------------|--|
| - Andreja Rihter, PhD, FSK director | 1 August 2021 - 31 July 2026   |
| - Mateja Jančar, project manager    | 1 April 2016, indefinite time  |
| - Špela Bogataj, secretary          | 1 September 2021, indefinite time  |
| - Zlatica Đokić - Katanić           | 14 February - 14 August 2024 part time, 15 August - 14 August 2025 full time |

Associates and Villa Zlatica tour guides are:

- Špela Setničar – tour guide (December)
- Primož Kolenc – tour guide (January – December)
- Grega Hrib – tour guide (October – December)
- Jure Čad - tour guide (May – December)
- Ana Obid – (January – March)
- Urška Šparemlek – tour guide (January – September)
- Aneja Kralj – associate (April – August)

## 3 FSK Bodies' Meetings

### Board Members

FSK Board Members convened for three correspondence meetings:

- The 21st correspondence meeting took place from February 9 to 16, 2024. The FSK Board discussed and adopted two agenda items: FSK Annual Report 2023, and FSK Financial Report 2022.
- The 22nd correspondence meeting took place from July 25 to 31, 2024. The FSK Board discussed and adopted two agenda items: the appointment of Nikola Selaković, Minister of Culture of the Republic of Serbia, as a Chairman of the FSK Board, and the appointment of Tamara Vujović, Minister of Culture and Media of the Republic of Montenegro, as Vice-Chairperson of the FSK Board.
- The 23rd correspondence meeting took place from October 15 to 22, 2024. The FSK Board discussed and adopted one agenda item – the Programme of the International Foundation Forum of Slavic Cultures 2025.

### Programme Council

The correspondence meeting of the FSK Programme Council took place from February 2 - 5 February, 2024. The Programme Council discussed and adopted the proposal for the 2023 FSK Annual Report and 2024 FSK Work Programme.

The 19th regular meeting of the Programme Council was held on November 13, 2024. The Council discussed and adopted 2025 FSK Work Programme, setting priorities and defining the direction for a new category of Živa Award for Slavic heritage: Best in Preserving Slavic Heritage Worldwide. This award category will recognize outstanding efforts in preserving and promoting Slavic cultural identities across diaspora communities and cross-border regions globally.

### Editorial Board

The FSK Editorial Board meeting took place on November 13, 2024, at the National Library of Serbia in Belgrade. The meeting was chaired by Mladen Vesković (Serbia), editor-in-chief of the Collection of 100 Slavic Novels. Its purpose was to review ongoing work and discuss new initiatives for enhancing the collection. Participans

included Zdravka Evtimova (Bulgaria), Tomislav Osmanli (North Macedonia), Vladimir Žabot, and Andreja Rihter (Slovenia).

### Meeting of Director Andreja Rihter

- With Nikola Selaković, President of the FSK Board, and the Minister of Culture of the Republic of Serbia (Belgrade, September 10, and November 13, 2024). They discussed FSK's ongoing work, project expansion, the 20th anniversary celebration, promotion of the 100 Slavic Novels collection, and the promotion of the ŽIVA Award. The Minister proposed a new collaboration in the film sector.
- With the Minister of Culture and Media of Montenegro, Ms. Tamara Vujović. The meeting was attended by Judge Dobrila Vlahović and the Director-General of the Directorate for Cultural Heritage at the Ministry. The purpose of the meeting was to provide an in-depth presentation of the general activities of FSK, with a focus on Montenegro's involvement. The Minister committed to enhancing Montenegro's participation in the 100 Novels edition and to appointing a new member to the Editorial Board.
- With Mr. Nayden Todorov, Minister of Culture of Bulgaria (Gabrovo, September 27, 2024), attended by Ekaterina Djumaileva, Director of the Museums and Cultural Monuments Sector at the Ministry of Culture of Bulgaria, and Judge for the ŽIVA Award, and Kremena Nikolova, a member of the Minister's Cabinet. Discussions led to the agreement on appointing a new member to the Editorial Board of 100 Novels and ensuring Bulgaria's continued active participation in FSK.

## 4 Programme Activities

### 1 Villa Zlatica

Since 2021, the headquarters of the Forum of Slavic Cultures (FSK) have been located in Villa Zlatica, 47 Cesta 27. aprila, Ljubljana. The Foundation thus symbolically continues its mission of connecting nations, a vision originally championed by the villa's former owner, Ivan Hribar, Mayor of Ljubljana. As mayor, Hribar played a key role in fostering connections between speakers of different Slavic languages.

#### Guided tours

Villa Zlatica houses a permanent exhibition, *Ivan Hribar and the Ljubljana Bourgeoisie*, open to the public on the first floor. The ground floor features the temporary exhibition *Sharing–Connecting–Nerving–Promoting–Learning: From Hribar to the Forum of Slavic Cultures*, curated by Dr. Andreja Rihter. The villa's tour guides are: Primož Kolenc, Gregor Hrib, Jure Čad and Špela Setničar.

On special occasions, we welcomed visitors to Villa Zlatica with free admission and organized special guided tours, including:

- February 8, 2024 – Prešeren Day, the Slovenian cultural holiday
- March 8, 2024 – International Women's day Lili Novy guided tour



- May 18, 2024 – International Museum Day
- June 10, 2024 – World Art Nouveau Day
- June 15, 2024 – Summer Museum Night
- October 2024 – Ada Škerl Symposium, organized by the Association of Regional Tourist Guides of Slovenia
- December 3, 2024 – This Merry Day of Culture.

Over the past year, Villa Zlatica experienced a significant increase in visitor numbers, welcoming 503 guests, more than doubling the 228 visitors recorded in 2023. A diverse program—including cultural events, themed tours, and regular opening hours—contributed to growing interest and greater visibility for the villa.

During open house days and free guided tours, we attracted 125 visitors. Through 15 guided tours, we introduced 105 visitors to Hribar's Ljubljana. Demand for private guided tours also grew, increasing from 44 to 84 groups, highlighting the villa's rising recognition. Our *Love Story Tours*, initially created for the LUV Festival, proved so popular among women and younger visitors that we incorporated them into our regular program in the second half of the year. We held 9 tours for 37 participants. The guided tours dedicated to Lili Novy were also well-received, with 4 tours for 20 visitors. In 2024, we welcomed 26 international guests, with a noticeable increase from August onward, coinciding with the introduction of informational brochures. Villa Zlatica offers a wealth of historical content, which we aim to further tailor to international audiences.

Visitor numbers at Villa Zlatica have grown in 2024, primarily due to enhanced promotion and an expanded guided tour offering. Our main advertising channels include the FSK and MGML websites and social media platforms, particularly Facebook. The addition of compact promotional leaflets has also been beneficial, allowing us to share information at relevant events.

A substantial portion of new visitors comes through word of mouth, a direct result of well-executed programs. Satisfied guests enthusiastically recommend Villa Zlatica to friends and acquaintances, who then choose to visit. Much of this success is thanks to our dedicated tour guides, who play a key role in ensuring an engaging and memorable experience for all.

### Performance of Miroslav Krleža *In Agony*

We embrace the initiative of theatre actors Saša Tabaković and Polona Juh to stage Miroslav Krleža's *In Agony* at Villa Zlatica. The production was organized by Društvo Dveh and FSK. Creative team included: director Nina Šorak, set designer Sara Slivnik, costume designer Tina Bonča, actors Polona Juh, Saša Tabaković, Boris Mihalj, executive producer Mija Špiler, and technical director Janko Oven. From January 11 – February 4, Villa Zlatica welcomed 160 theatergoers who attended 8 performances.

### Other events

In 2024, Villa Zlatica also hosted the following events with 428 visitors:

- January 24 – FSK New Year's gathering at Villa Zlatica for business partners, colleagues, and friends.

- February 15 – Presentation of the MGML Collection – Monograph on Ivan Hribar.
- April 22 – Opening of the exhibition *Slovenian Literary 'Moderna' in the Czech Environment* (WWR/UNG).
- May 23 – An Evening of Serbian Poets at Villa Zlatica, organized by the Embassy of Serbia.
- June 13–15 – Visit of 12 Živa Award judges with meetings, discussions on the project, evaluations of museum visits based on judges' reports, and preparations for the Živa event.
- June 17 – Opening event of the Translation Seminar in the garden of Villa Zlatica.
- August 27 – Opening of the CEEPUS WWR Summer School in the garden of Villa Zlatica.
- October 8 – Ada Škerl Symposium (WWR, Argos) at Villa Zlatica.
- October 10 – Cultural Routes of the Council of Europe meeting at Villa Zlatica.
- December 3 – Meeting with Slovak Matica, focusing on strengthening collaboration and fostering ties among Slavic nations.
- December 10–12 – Third Festival of Slavic Literatures, featuring outstanding international participation. Over six events, the festival gathered writers, translators, literary critics, journalists, and linguists.

## 2 Literature and Publishing

The Forum of Slavic Cultures planned its publishing activities in line with its orientation as a recognised and respected umbrella organisation, involving many partner organizations, but also writers, translators, editors, and other creators, and contributing to their visibility in the Slavic world and in the international environment.

The FSK carried out its annual program in literature and publishing through the following initiatives:

- In the *100 Slavic Novels* collection, two new translations were published in 2024: the Russian translation of the novel *Ladja. Konzarhija* by Macedonian writer Tomislav Osmanli, translated by Olga Pankina, and the Macedonian translation of the Croatian novel *The Living and the Dead* by Josip Mlakić, translated by Ivan Šopov.
- To mark the 20th anniversary of FSK and the publication of the 100th book in the *100 Slavic Novels* collection, we organized a special event featuring four writers in Užice, the Serbian Cultural Capital of 2024.
- For the first time, FSK had an independent presence at the Leipzig Book Fair. We had our own stand, organized two events, and held numerous business meetings.
- With the support of the Slovenian Book Agency, we held the third edition of the Festival of Slavic Literatures, dedicated to the relationship between prose and drama writing.
- We actively participated in the Slovenian Book Days in Maribor and Ljubljana, where, in addition to book sales, we organized events dedicated to the 100th publication in the *100 Slavic Novels* collection.

- In collaboration with various partners, we organized literary events at Vila Zlatica and actively participated in the Women Writers' Route cultural and tourism association (WWR).
- We focused intensively on implementing the Ljubka's Trail project, for which we secured funding through the Interreg Slovenia-Italy program Small Projects Fund related to the European Capital of Culture, Nova Gorica – Gorizia 2025. Ljubka's Trail is also part of the official program of ECoC GO 25! The project partner is the Lojze Bratuž Cultural Center in Gorizia, Italy.

In 2024, FSK organised the following literary events:

### Exhibition: Slovenian Literary 'Moderna' in the Czech environment

April 22 – May 22, 2024, Ljubljana

To mark World Book Day and commemorate the birthday of writer Zofka Kveder, the exhibition *Slovenian Literary 'Moderna' in the Czech Environment* was inaugurated. The exhibition was created as part of the research project *Transformations of Intimacy in the Literary Discourse of Slovenian Moderna* and was previously showcased at the Slavic Library of the National Library in Prague and the Faculty of Arts at Charles University, also in Prague.

The exhibition was officially opened by Dr. Andreja Rihter, Director of the Forum of Slavic Cultures, and Dr. Jiří Kuděla, Ambassador of the Czech Republic to Slovenia. Both expressed their appreciation for the project, which documents the close connections between Slovenian and Czech cultures, as well as their literary figures and contemporaries. They also welcomed the fact that the exhibition was hosted at Villa Zlatica, given that its former owner, Ivan Hribar, was a key cultural mediator between the two nations. Hribar, who played an important role in the exhibition's narrative, had strong ties with the Czech environment, serving as the first ambassador of the newly established Kingdom of Serbs, Croats, and Slovenes in Prague. In her address, Prof. Dr. Katja Mihurko, Head of the Research Center for Humanities at the University of Nova Gorica and co-author of the exhibition, outlined Slovenian-Czech cultural ties dating back to the Romantic period. The exhibition is part of a special scientific research and financial collaboration between the two countries, focusing on how Slovenian modernist authors (1890–1920) articulated intimate relationships in their literary works.

Partners: University of Nova Gorica, WWR Cultural and Tourist Association, Faculty of Arts, Charles University (Czech Republic), Slavic Library of the National Library in Prague (Czech Republic), ARIS (Slovenia).

### Slovenian Book Days in Maribor

May 22–25, 2024, Maribor, Slovenia

At the book fair *Just a Step Away from a Book*, organized as part of the Slovenian Book Days in Maribor the Forum of Slavic Cultures (FSK) had a stand where it presented and sold its publications at discounted prices, with a special focus on books from the *100 Slavic Novels* collection. As part of the fair's stage program, FSK organized a discussion on 25 May about *100 Slavic Novels* collection and the publication of its 100th edition—the Serbian translation of Slovenian writer Berta Bojetu Boeta's novel *Filio ni doma* (*Filio is Not at Home*). The event featured literary

publicist and promoter Zora A. Jurič and Mateja Jančar, project manager of the collection.

Partner: Youth Cultural Center Maribor

### [An Evening of Serbian Poets](#)

May 23, 2024, Vila Zlatica, Ljubljana, Slovenia

The Evening of Serbian Poets was organized as part of the Serbian Culture Month in Slovenia by the Serbian Embassy to Slovenia, in collaboration with the Forum of Slavic Cultures (FSK). Renowned poets from Novi Sad – Selimir Radulović, Igor Mirović, and Nenad Šaponja – read their poetry. The event also featured a conversation with Aleksandar Gatalica, a distinguished writer and the First Counselor at the Serbian Embassy in Ljubljana. The discussion covered topics such as their poetry, creative inspirations, and broader literary themes.

### [Slovenian Book Days in Ljubljana](#)

June 7-9, 2024, Ljubljana/Slovenia –

FSK had its own stand in the garden of the Slovene Writers' Association at the Slovenian Book Days book fair, where the entire FSK book collection was on sale. As part of the programme, we held a discussion on the fair's stage on 9 June about the *100 Slavic Novels* collection and the publication of its 100th edition, a translation of Berta Bojetu Boet's novel *Filio ni doma* into Serbian. Serbian publisher Gojko Božović, publisher of the *100 Slavic Novels* collection, translator and Slavic Studies professor Dr Namita Subiotto, and historian and translator Dr Klemen Jelinčič Boeta discussed the importance of this project for Slavic literary connections and exchanges, the role and significance of translation, its future, and above all, the novel were discussed.

Partners: Slovene Writers' Association

### [14th International Translation Seminar of Slovenian Literature](#)

June 17, 2024, Ljubljana/Slovenia

The opening of the 14th International Translation Seminar of Slovenian Literature took place in the garden of Villa Zlatica. The seminar aims to increase the number of high-quality translations of Slovenian literary works published abroad, provide better information for translators, and promote close cooperation between Slovenian authors, translators, and both Slovenian and foreign publishers.

The event began with a roundtable discussion, followed by an informal gathering, entitled *The Translation Eurobarometer: From Nonsense to Western Slavs*. The seminar was attended by 11 translators from 7 countries, with five participants from three Slavic countries.

Partners: The Slovenian Association of Literary Translators, Municipality of Ljubljana, The Slovenian Book Agency

### [International Conference of Slavists in Belgrade](#)

September 11, 2024, Belgrade/Serbia

To mark its 20th anniversary, FSK participated in the 54th International Conference of Slavists at the Faculty of Philology of the University of Belgrade. Dr. Andreja Rihter

presented FSK and its projects, while Mladen Vesković, the editor-in-chief of the *100 Slavic Novels* collection, spoke about the collection and its significance. Alongside the meeting, working sessions and discussions about potential collaborations were held. Partner: International Slavic Studies Center, Faculty of Philology, University of Belgrade

### Promotion of the 100 Slavic Novels Collection in Užice

September 13, 2024, Užice/Serbia

Mladen Vesković, the editor-in-chief of the *100 Slavic Novels* collection, discussed the importance of translations and understanding Slavic languages with the participants. The conversation was enriched by authors who read excerpts from their works in the original languages, while Branislav Ljubičić from the National Theatre Užice read the Serbian translations.

Partner: National Museum Užice

### Slavic Garden

December 3-4, 2024, Pula/Croatia

The Slavic Garden took place for the sixth consecutive year as part of the book fair in Pula. It was a festive atmosphere, as the *Sa(n)jam knjige u Istri* book fair celebrated its 30th anniversary, while the Forum of Slavic Cultures marked 20 years of operation. At the opening of the program, FSK director Andreja Rihter spoke about this important milestone, emphasizing the significance of connecting Slavic cultures through literature. Croatian translations from the *100 Slavic Novels* collection were also available for purchase at the book fair.

Partner: Pula Book Fair(y)

### Festival of Slavic Literatures

December 10-12, 2024, Vila Zlatica, Ljubljana

After the successful performance of Miroslav Krleža's salon drama *In Agony*, staged in the historic setting of Vila Zlatica as a co-production between the Društvo dveh association and FSK, this year's festival focused on drama, contemporary Slavic playwriting, its staging, and the relationship between prose and drama. For FSK, as the publisher of the *100 Slavic Novels* collection, which reached its 100th edition this year, exploring the interplay between prose and drama and their ability to transcend traditional forms was of particular interest.

The festival opened with the panel discussion *Thespis' Balkan Crossroads*, moderated by Mladen Vesković, editor of the *100 Slavic Novels* collection. Participants included Miloš Latinović, theater director, writer, and director of the Bitef festival, Rok Bozovičar, theater critic and acting director of Prešeren Theater Kranj, and Ivica Buljan, director. They explored the unique characteristics of theater and literature in Southeastern Europe, reaffirming that theater consistently overcomes linguistic and cultural barriers while art dissolves borders.

The discussion on the relationship between prose and drama today examined whether prose texts or stage adaptations attract more attention and how new media influence literary genres and forms. The panel featured Vlaho Bogišić, an expert on Krleža's

works, Aleksandar Gatalica, writer, and Miloš Latinović, writer and director of the Bitef festival and theater. The festival concluded with a dynamic debate on classical dramatic works and their contemporary interpretations, featuring Nina Šorak, director of *In Agony*, actor Boris Mihalj, and lexicographer and Krleža expert Vlaho Bogišić. The panelists agreed that *In Agony*, which had been performed 50 times, stood out due to its intimate and modern approach.

Partner: The Slovenian Book Agency

### Ljubka's Trail Project

FSK, in partnership with the Lojze Bratuž Cultural Center from Gorizia, successfully applied for funding from the GO! 2025 Small Projects Fund, securing financial support for the establishment of a cultural-tourist route dedicated to Ljubka Šorli and women writers of the Gorizia region. The project runs from December 1, 2023, to December 1, 2025.

As part of the project, the partners have outlined a walking trail following the footsteps of the poet Ljubka Šorli and her literary predecessors and contemporaries. FSK and the Lojze Bratuž Cultural Center are implementing this initiative in collaboration with the Women Writers Route, a certified Cultural Route of the Council of Europe, in which FSK is an active member. Additionally, Ljubka's Trail has been officially included in the European Capital of Culture (ECoC) program GO! 2025.

The project was officially presented to the public on March 8, 2024, in Gorizia, featuring speeches by FSK Director Dr. Andreja Rihter and Franka Žgavec, President of the Lojze Bratuž Cultural Center. The event was attended by representatives from the municipalities of Nova Gorica and Gorizia, journalists, EZTS office representatives, project collaborators, and other interested parties.

In November 2024, the project launched a training program for tourist guides, held on 4-5 and 26-27 November. Participants included licensed tourist guides from Slovenia and Italy, along with students from the tourism programs at the Cankar-Zois-Vega Technical Schools and their professors. The training provided insights into the project, the work of both partners, the trail's route, and practical guiding skills. It was led by Mateja Kregar Gliha, a certified international trainer for tourist guides, with lectures by Dr. Andreja Rihter, Franka Žgavec, art historian Saša Quinzi, and Mateja Jančar. Participants also received educational materials on Ljubka Šorli and the women writers of the Gorizia region, prepared by the University of Nova Gorica.

Throughout the year, various preparatory activities took place, including meetings with collaborators and local communities, public presentations, contract agreements, and the creation of a dedicated website for Ljubka's Path. The project also developed a comprehensive visual identity, conducted location photography, and worked on technical and content solutions for signage, expert materials, and website texts.

Partners: Lojze Bratuž Cultural Center, Gorizia (Italy), Cultural Tourist Association Women Writers' Route, ECoC GO! 2025, EZTS GO, Municipality of Tolmin, Association of Regional Tourist Guides of Slovenia.

## 3 Slavic Heritage

### Živa Award

In 2024, the Živa Award for the Best Slavic Museum and the Best Natural and Cultural Heritage Site was presented for the tenth time, celebrating excellence in Slavic museums and cultural heritage institutions. The call for applications, which closed on March 14, 2024, attracted 20 museums from ten Slavic countries.

The jury for the 2024 award consisted of 13 judges from 12 countries, including representatives of the European Museum Academy: Dirk Houtgraaf (Netherlands) and Elia Vlachou (Greece). The jury convened in Ljubljana from June 13 to 15 to select the award winners.

The Živa 2024 award ceremony, accompanied by a special exhibition marking the 10th anniversary of the award and an international conference, took place at the Regional Open-Air Ethnographic Museum ETAR in Gabrovo, Bulgaria, from September 25 to 29, 2024. The Forum of Slavic Cultures organized the event in cooperation with the ETAR Regional Open-Air Ethnographic Museum, represented by its director, Svetla Dimitrova, and with the support of the Bulgarian Ministry of Culture, the Ministry of Culture of Slovenia, the Municipality of Gabrovo, ICOM Bulgaria, and the Bulgarian Museum Association. The event was attended by 152 experts from 15 countries.

The conference began with opening addresses, followed by presentations from nominated museums across five thematic panels, led by jury members: Pavel Douša, Branislav Panis, Lidija Nikočević, Gordan Nikolov, Elia Vlachou, Olha Honchar, Karolina Nina Zdravič, Ekaterina Djournalieva, Dirk Houtgraaf, and Dobrila Vlahović.

The following day featured presentations by special guests: Zsolt Sari, President of the Association of European Open-Air Museums, and Irena Todorova, Director of the UNESCO Regional Center for Intangible Cultural Heritage in Bulgaria. Past award winners also shared their experiences:

- National Museum in Leskovac, Serbia – Best Slavic Museum 2023
- Maritime Heritage Interpretation Center DUBoak, Malinska, Croatia – Best Heritage Site
- Lviv National Literary and Memorial Museum of Ivan Franko.

The morning program concluded with a vibrant museum fair featuring museum presentations. Special guests at the fair included colleagues from Moldova.

Živa 2024 Award Winners:

- Rousse Regional Historical Museum, Bulgaria - Best Slavic Museum;
- Bled Castle, Slovenia - Best Heritage Site;
- Museum og Bečarac, Pleternica, Croatia - Honorary Recognition for the Promotion of Intangible Cultural Heritage;
- Photo House Pelikan, Museum of Recent History Celje, Slovenia – Special Recognition for Sustainability;
- Museum of Contemporary Art of Montenegro (MCAM), Podgorica – Special Recognition for Leadership and Team Efficiency;

- Radom Village Open-Air Museum, Poland – Special Recognition for Creativity;
- Museum of Herzegovina, Trebinje, Bosnia and Herzegovina – Special Recognition for Attention to Visitors and Openness;
- Jan Amos Comenius Museum, Uherský Brod, Czech Republic – Special Recognition for Storytelling.

On September 28, participants had the opportunity to visit some of Bulgaria's most iconic cultural and historical sites, including the Rose Museum in Kazanlak and two remarkable Thracian tombs, Helvetia and Ostrusha.

## Piranova – International Heritage Research Centre

In 2024, the International School of Museology took place from 27 to 30 in Koper, at the Regional Museum of Koper, under the theme *Museum and Green Transformations: Following the Green Heritage Manifesto; More Sustainable Museums*. The international school focused on the climate crisis and its impacts and consequences on cultural heritage. We explored how both tangible and intangible heritage can contribute to overcoming critical situations. The event featured theoretical lectures, analyses of climate activism in museums, and presentations of educational tools and innovative projects in this field.

The summer school program was developed in collaboration with institutions covering various fields of museology and heritage. There was an exchange of best practices with European experts who brought diverse and rich experience and expertise. We established and ensured communication and open discussions among museum professionals, educators, and students.

Our lecturers included: Dr. Andreja Hribernik, Director of Kunsthaus Graz; Massimo Negri, Scientific Director of EMA; Sanjin Mihelić, Director of the Museum of Arts and Crafts in Zagreb; Henrik Zipsane, Director of EMA; Dino Buljat, Curator of the Interpretation Center DUBok; Dr. Meliha Fajić, Curator at the Regional Museum of Koper; Dr. Dorian Koçi, Project Manager from Albania, Dr. Miha Kosmač, Curator at the City Museum of Idrija; Lidija Milašinović, Director of the National Museum Kikinda; Dr. Karla Oder, Museum Adviser at the Ravne na Koroškem Museum and Hanna Podolyan, Curator at the Dnipro Museum.

In 2024, our partners included the Regional Museum of Koper, the Municipality of Koper, and ICOM Slovenia. The event in Koper brought together 32 participants from 10 countries.

## Transformations

In 2024, the Transformations project reached a significant milestone with an exhibition in the Historical Atrium of Ljubljana City Hall. Following the highly successful presentation at the opening show of the 52nd Belgrade Fashion Week in November 2023, the exhibition provided insight into the rich Slavic fashion creativity, blending heritage with contemporary design trends. Drawing 18,750 visitors, the display featured original collections by Dragan Hristov (North Macedonia), Jelena Holec



(Croatia), Kinga Król (Poland), Denisa Dovalová (Czech Republic), and Ivana Murišić (Montenegro), all of whom, under the artistic direction of costume designer Stanka Vauda Benčević and fashion expert Jožica Brodarič, reinterpreted their nations' cultural heritage through fashion.

The Transformations project continues to encourage exploration of Slavic cultural heritage through fashion, inspiring designers to delve into traditional patterns and techniques while opening new perspectives for modern Slavic design. The project's mission remains to strengthen the visibility of Slavic fashion creativity on the European and global stage, emphasizing sustainability, craftsmanship, and innovative design approaches. More than just a fashion initiative, Transformations serves as a cultural platform that connects the past, present, and future of Slavic identity through textiles and tailoring.

## 5 International Cooperation

The Forum of Slavic Cultures (FSK) has always been a bridge connecting cultures, and 2024 was a year of remarkable international collaboration. Through a series of events and initiatives, we strengthened our ties with partners across Europe and beyond, showcasing the richness of Slavic heritage and fostering meaningful dialogue.

### The Leipzig Book Fair

March 21-24, 2024, Leipzig, Germany

To mark the 20th anniversary of FSK and the publication of the 100th book in the *100 Slavic Novels* collection, the Forum of Slavic Cultures (FSK) presented its publishing activities to an international audience, including German and global literary professionals. The goal was to showcase Slavic literary and cultural achievements to experts and enthusiasts.

At the Leipzig Book Fair, FSK organized two key events. The first, *On the Edge of Madness*, featured a discussion between Suzana Tratnik and German "bookstagrammer" Florian Valerius (@literarischerneer) about her writing and activism. The conversation focused on her novel *My Name is Damjan*, which was included in *100 Slavic Novels* and published in Slovak and Serbian, alongside numerous other translations. The book was also part of the *Growing Up with a Book* project.

The second event, *100 Slavic Novels and Slavic Literary Exchanges*, brought together Dr. Andreja Rihter, Prof. Dr. Robert Hodel from the Institute of Slavic Studies at the University of Hamburg, and Mladen Vesković, editor-in-chief of *100 Slavic Novels*. They discussed the collection's role in translating Slavic literature, the common features of contemporary Slavic prose, and the future of the project.

In addition, the FSK director and project manager held meetings with potential partners and representatives of the Serbian community (Lužički Serbs). At the end of the fair, FSK donated books to the Department of Slavic Studies at the University of Jena.

At the Leipzig Book Fair, which saw 283,000 visitors, FSK estimated its event reach at approximately 28,000 attendees, considering the footfall in relevant exhibition halls and booths. Approximately 80 people attended FSK's specific presentations.

Partners: Slovenian Book Agency (JAK RS), Ministry of Culture of the Republic of Serbia, Traduki

### Celebrating the 20th Anniversary

September 13–14, 2024, Belgrade and Užice, Serbia

The Forum of Slavic Cultures (FSK) marked its 20th anniversary in Serbia with a series of events in Belgrade and Užice, bringing together representatives from the fields of literature, cultural heritage, and museology from various Slavic countries.

At the National Library of Serbia in Belgrade, the exhibition *20 Years Together* was officially opened, showcasing two decades of FSK's work and its contribution to promoting Slavic cultures. The exhibition was inaugurated by Serbia's Minister of Culture, Nikola Selaković, and attended by 150 visitors.

As part of the events, the Editorial Board of the 100 Slavic Novels collection convened, comprising prominent writers and literary experts Zdravka Evtimova (Bulgaria), Tomislav Osmanli (North Macedonia), Vladimir Žabot (Slovenia), and Andreja Rihter (Slovenia). The meeting was led by Mladen Vesković (Serbia), the chief editor of the collection, focusing on the 2025 activity plan and the program for celebrating the 20th anniversary of the collection.

The FSK Program Council also held a meeting in Belgrade, attended by Mladen Vesković, Miroslava Turković, Milena Mijović Durutović, Tatjana Kraljevska Lazarova, Irina Dimovska, Zdravka Evtimova, and Sarita Vujković.

On September 14, experts in cultural heritage and literature gathered in Užice to discuss museums and heritage. Participants included representatives from museums and cultural institutions across various Slavic countries:

- Slavica Stefanović (National Museum Užice),
- Dr. Andreja Rihter (Forum of Slavic Cultures),
- Dr. Tijana Palkovljević Bugarski (Gallery of Matica Srpska, Novi Sad),
- Dragana Lucija Ratković Aydemir (MUZE, Croatia),
- Dr. Sarita Vujković (Museum of Contemporary Art of the Republic of Srpska, Banja Luka),
- Dr. Galina Alexeeva (Yasnaya Polyana, Russia),
- Maja Čankulovska Mihajlovska (National Gallery, North Macedonia),
- Svetlana Čaldović (Open-Air Museum Staro Selo Sirogojno),
- Nebojša Dimitrijević (National Museum Leskovac),
- Branko Čalović (Art Gallery Nadežda Petrović, Čačak).

The discussion was moderated by Lidija Milašinić (National Museum Kikinda). The main topic was the Živa Award and its impact on local communities. Participants emphasized the importance of FSK's role in strengthening the museum sector and encouraging innovative approaches in museums.

As part of the anniversary celebration, we also organized a literary discussion on the significance of translations and the mutual understanding of Slavic languages featured renowned authors: Vlado Žabot (Slovenia), Tomislav Osmanli (North Macedonia), Zdravka Evtimova (Bulgaria), Vladan Matijević (Serbia), and Petar Matović (Serbia). The discussion was moderated by Mladen Vesković. Each author presented excerpts from their works in the original language, while Branislav Ljubičić from the National Theatre Užice read translations into Serbian.

The 20th anniversary celebration of the Forum of Slavic Cultures in Serbia brought together experts in culture, literature, and heritage, emphasizing the importance of cooperation among Slavic countries. The two-day program highlighted key challenges and opportunities for further cultural collaboration, with discussions and meetings contributing to strengthening networks and knowledge exchange.

### Cultural Tourist Association Women Writers Route

As part of its work program and as the initiator of the Women Writers Route (WWR) project, the Forum of Slavic Cultures (FSK) continued its active engagement in the initiative throughout 2024. Since the establishment of the Cultural and Tourism Association Women Writers Route on December 28, 2020, FSK has been its most active member, playing a key role in coordinating partners, managing secretariat operations, and supporting formal procedures and activities. Several of these activities took place at Villa Zlatica, the headquarters of both FSK and the association.

Throughout the year, FSK managed the WWR website and its social media accounts while actively participating in the following key activities:

- Leadership in the Interreg project *Ljubka's Trail*: As the lead partner, FSK integrated the WWR association into the project and actively promoted the Route.
- Organization of the WWR General Assembly and preparation of essential operational documents (March 26, 2024, online).
- Participation and presentation of *Ljubka's Trail* at the Cultural Routes Academy in Brindisi, Italy (June 4–7, 2024).
- Meetings with Serbian WWR members during FSK's working visit to Belgrade, Serbia, including discussions with Bojan Kundačina, Assistant Director of the Belgrade City Library, and Dr. Biljana Dojčinović, member of the WWR Scientific Council (September 11–12, 2024).
- Active participation in a panel discussion at the Annual Advisory Forum on Cultural Routes of the Council of Europe, held in Višegrad and Budapest, Hungary, where the WWR received an award for good practices for "Enhancing memory, history, and European heritage" (September 25–28, 2024).
- Symposium on Ada Škerl at Villa Zlatica, including thereflection on and a presentation of a guided tour *Ljubljana of Ada Škerl*, in cooperation with the Association of Regional Tourist Guides of Slovenia (October 8, 2024).
- Collaboration on the publication of symposium proceedings (November–December 2024).
- Cultural Routes of the Council of Europe meeting and a roundtable discussion on *Cultural Routes of the Council of Europe – Connecting for Peace and Intercultural Cooperation*, co-organized with the Faculty of Tourism at the University of Maribor as part of the European Heritage Days 2024, under the

theme *Heritage of Cultural Routes, Networking, and Connections*. Speakers included Dr. Andreja Rihter, FSK Director and WWR President, Dr. Edvard Kovač (St. Martin's Route), Mag. Lidija Pliberšek, President of the Association of Significant Cemeteries of Europe, and Irena Marš from the Ministry of Culture. The discussion was moderated by Dr. Maja Turnšek from the Faculty of Tourism (October 10, 2024).

- Working meetings of the Cultural Routes of the Council of Europe crossing Slovenia, focusing on networking, project development, and participation in the Interreg Italy-Slovenia SPF program (throughout 2024).
- Preparations for the Cultural Routes of the Council of Europe conference as part of the *Ljubka's Trail* project.

Through these activities, FSK reaffirmed its leading role in the Women Writers Route and contributed significantly to its development, visibility, and international cooperation.

### Pula Book Fair(y)

For the sixth consecutive year, the FSK co-organized the Slavic Garden program as part of the Pula Book Fair(y), Croatia. FSK has been collaborating with the fair since signing a cooperation agreement in 2019.

The 2024 edition of the event was particularly significant as it coincided with the 20th anniversary of FSK and the 30th anniversary of the Pula book fair. The fair took place from November 29 to December 8, while the Slavic Garden program was held on December 3 and 4 under the curatorial guidance of Ivana Peruško. This year's program featured two distinguished literary guests—a Ukrainian and a Russian writer—whose participation underscored the fair's commitment to dialogue and literary exchange.

Alongside the main program, working meetings and discussions were held to explore future collaboration opportunities between FSK and its partners.

### Heritage in Motion (HIM)

*The Heritage in Motion Award* recognizes innovative multimedia and audiovisual projects that promote, explore, and safeguard European cultural heritage. Established in 2012 as a joint initiative of the European Museum Academy (EMA) and Europa Nostra, the award was first presented in 2014. Since 2023, the project has been jointly managed by EMA and the International Foundation Forum of Slavic Cultures (FSK). The award has a long-standing tradition of honoring the best examples of innovative multimedia and digital projects in the field of cultural heritage across Europe.

The project group for HIM 2024 included Andreja Rihter (Director of FSK, President of EMA), Massimo Negri (Scientific Director of EMA), Robin Lutz (Founding Partner, online participant), Amilcar Vargas (jury member, online participant), Tijana Paljkovljević, and Laura Diamanti (museum professionals).

This year's award ceremony took place in Gabrovo, Bulgaria, on September 26, 2024. The event gathered 152 candidates, nominees, and museum representatives from 21 countries.

Winners 2024 are:

- Winner of Heritage in Motion 2024: Deutschlandmuseum Berlin – Germany;
- New Digital Experience Category: Deutschlandmuseum Berlin – Germany;
- Virtual and Augmented Reality Category: Codex 4D: journey in four dimensions into the manuscript;
- Heritage Audiovisuals Category: In Our Care. The Keeper's Choice – Portugal;
- Heritage Schools Category: Evolution of Telephones – Slovenia.

The event was presented by Andreja Rihter, Director of the Forum of Slavic Cultures, and Massimo Negri, Scientific Director of the European Museum Academy. We had the pleasure of hosting a live Zoom session with all the winners, where they shared their thoughts and experiences.

## 6 Communication Activities

In 2024, the Forum of Slavic Cultures continued to strengthen its communication efforts, focusing on promoting its activities, celebrating significant milestones, and enhancing its digital and media presence. With its headquarters in Villa Zlatica, Ljubljana, the FSK leveraged this historic location as a strategic base for its communication initiatives. The year was marked by the celebration of two major anniversaries: the 20th anniversary of the FSK and the 10th anniversary of the Živa Award, which shaped much of the organization's communication strategy.

The primary communication goals for 2024 included:

- Implementing the new visual identity and redesigning the FSK website.
- Highlighting the 20th anniversary of the FSK and the 10th anniversary of the Živa Award.
- Systematizing communication channels and content publication.
- Promoting the *100 Slavic Novels* collection.
- Increasing the visibility and appeal of Villa Zlatica as a cultural destination.
- Preparing content for the Interreg project website for Ljubka's Trail.

### Visual Identity

The FSK's redesigned visual identity, introduced in 2022, was fully implemented across all communication platforms. New logos and visuals were created for the anniversaries and used in the *20 Years Together* exhibition. The updated website, set to launch in February 2025, will feature this refreshed identity.

### Digital and Web Communication

A major focus of 2024 was the comprehensive overhaul of the FSK website, aimed at improving user experience and accessibility. The redesign, expected to be completed in early 2025, will offer a more structured and visually appealing platform for information dissemination. To complement this, the publication of news on the website and social media was systematized, ensuring a more consistent and dynamic

communication approach. As a result, in the coming year, communication and promotion efforts are expected to be more active and visible.

In 2024, the FSK website recorded 151,977 visits from 128,743 unique users, marking a 2.6-fold increase compared to 2023. Users viewed an average of 2.71 pages per visit, with 93% staying for less than two minutes. The most visited pages included the Živa Award catalogs and project-related content.

A dedicated website for the Ljubka's Trail project was also developed, providing information on the initiative and its objectives.

## Social Media

The FSK maintained active profiles on the following platforms: Facebook and Instagram for FSK, Facebook and Instagram for Villa Zlatica, Instagram for WWR, YouTube for video content, and LinkedIn (with plans for increased activity to strengthen professional networks). Regular posts, event promotions, and stakeholder engagement were key activities. However, the FSK identified a need to enhance its social media strategy and broaden its reach.

## Newsletter

Monthly newsletters in Slovenian and English were distributed via Mailchimp to over 1,700 stakeholders, sharing news, event announcements, and special content.

## Printed and Promotional Materials

Special presentations were prepared to showcase FSK at key events, along with brochures, catalogs, and an exhibition. These materials effectively communicated FSK's mission, achievements, and ongoing projects to a broad audience. The brochures and catalogs provided detailed insights into FSK's activities, while the exhibition visually represented its impact over the years. Additionally, these promotional materials played a crucial role in enhancing the organization's visibility and fostering connections with international partners and stakeholders.

## Media Relations

A special press conference was organized as part of the two-day FSK event celebrating its 20th anniversary in Belgrade. Press releases were prepared for all major events, both in Slovenia and internationally, ensuring widespread media coverage. Media presence was actively monitored and documented, with partners contributing to international outreach efforts.

Notable events, such as the Živa Award ceremony, garnered significant media attention, including live TV interviews, radio broadcasts, and coverage in national and international publications. Additionally, key milestones and cultural initiatives were highlighted across various media platforms, further strengthening FSK's visibility and engagement with diverse audiences.

## Events and Public Appearances

The FSK organized 72 events in 2024, including conferences, exhibitions, literary events, and award ceremonies. Highlights included the *20 Years Together* exhibition in Belgrade, the Živa Award ceremony, and participation in the Leipzig Book Fair. These events attracted significant media coverage and public engagement.

## Media Coverage

In 2024, the FSK received significant media coverage:

Slovenia: 24 online articles, 12 radio features, and 7 print publications. Ljubka's Trail attracted the most media attention, with 16 online articles, 2 TV features, 2 radio segments, and 5 print publications. Additionally, there were 8 online posts covering the Slovenian Book Days in Ljubljana and Maribor, 7 related to participation in the Belgrade Fair, 6 about the Festival of Slavic Literature, and 2 for the Leipzig Fair. The 20th anniversary of FSK operations in Belgrade was featured in 6 posts, while one post covered the Transformation project. Notably, Dr. Andreja Rihter, the director, gave an interview to RTV Slovenia on the tenth anniversary of the Živa Award.

International: The Živa Award ceremony in Gabrovo was covered by Bulgarian national media, including BNT, BTV, and Bulgaria 24 TV, as well as print outlets such as Bloomberg Businessweek.

The FSK successfully achieved its communication goals for 2024, including the promotion of its anniversaries, the launch of new visual identity elements, and increased engagement on digital platforms. However, challenges remain in optimizing social media strategies, expanding LinkedIn activity to strengthen professional networks, and continuing to promote Villa Zlatica as a cultural hub.

Looking ahead, the FSK remains committed to fostering Slavic cultural heritage and building on its successes in the coming year.

Ljubljana, February 14, 2025

**Director FSK**

**Dr. Andreja Rihter**

