



ŽIVA

**AWARD FOR THE BEST
SLAVIC MUSEUM**

Location: Belgrade/Republic of Serbia

Date: 10 – 14 January 2022

Organized by:

Ministry of Culture of Culture and Media of the Republic of Serbia

International foundation Forum of Slavic Cultures

Partners:

Gallery of Matica srpska

Museum of Yugoslavia

Museum of Contemporary Art Belgrade

National Museum in Belgrade

Novi Sad 2022 – European Capital of Culture

Yugoslav Film Archive

7th ŽIVA AWARD 2020 – DRAFT PROGRAMME

Monday, 10th January 2022

During the day	Arrival of the participants and accommodation
Venue: National Museum Belgrade, Trg Republike 1a, Belgrade	
16.00 – 18.00	Živa Award Jury meeting (only for the Jury)
Venue: National Museum Belgrade, Trg Republike 1a, Belgrade	
18.00 – 19.00	Greeting words by Madam Daniela Vlanušić, Deputy Minister for Culture for Cultural Heritage Guided tour
19.00 – 21.00	Welcome dinner and cultural event

Tuesday, 11th January 2022

Venue: Museum of Yugoslavia, Mihaila Mike Jankovića 6, Belgrade	
09.30 – 10.00	Registration of the participants
10.00 – 10.30	Opening of the 7th Živa Award – Inaugural Addresses <ul style="list-style-type: none">• Tijana Palkovljević Bugarski, CEO of Gallery of Matica srpska• Neda Knežević, CEO of the Museum of Yugoslavia• Andreja Rihter, PhD, Director of the FSC
10.30 – 11.00	Keynote presentations <ul style="list-style-type: none">• Novi Sad 2022 European Capital of Culture• Čačak 2023 Capital of Culture in Serbia
11.00 – 11.30	Coffee Break
11.30 – 13.30	The Živa Award open Forum Presentations of the Živa Award candidates for the 2020 <i>Part 1</i>
13.30 – 14.30	Lunch Break
14.30 – 16.30	The Živa Award open Forum Presentations of the Živa Award candidates for the 2020 <i>Part 2</i>
Venue: Museum of Contemporary Art Belgrade, Ušće 10, blok 15, Belgrade	
18.00 – 20.00	Guided Tour & Cocktail

Wednesday, 12th January 2022

Venue: Museum of Yugoslavia, Mihaila Mike Jankovića 6, Belgrade	
10.00 – 11.30	Keynote Speeches: <ul style="list-style-type: none">• Bryce Weinert, Operations Manager at the Museum Hack organization, New York (USA)• Kate Bailey, curator of Curious Alice exhibition at the Victoria and Albert Museum (UK) TBC

11.30 – 12.00	Coffee Break
12.00 – 14.00	Marketplace: Promote & Connect <ul style="list-style-type: none"> • Opening • Marketplace Live (5-minute presentations of museums from Serbia and abroad) • Marketplace mingling
14.00 – 15.00	Guided Tour
15.00 – 16.00	Lunch Break
<i>Venue: Yugoslav film archive, Uzun Mirkova 1, Belgrade</i>	
19.00 – 20.30	7th Živa Award Ceremony
20.30 – 21.00	Official Photo Session
21:00 – 23.00	Gala dinner

Thursday, 13th January 2022

Full day Excursion incl. Lunch	Novi Sad 2022 – European Capital of Culture <ul style="list-style-type: none"> • Musum of Vojvodina – Guided Tour • Novi Sad 2022 venues: Industrial heritage reimagined – Kineska Cultural District and Svilara Cultural Station • Gallery of Matica srpska – Guided Tour • Studio M – Tesla exhibition • Opening ceremony - Novi Sad 2022 – European Capital of Culture
---------------------------------------	---

Friday, 14th January 2022

During the day	Departure of participants
-----------------------	---------------------------

REGISTRATION FORM

Please fill out the [online registration form](#) if you would like to join Živa Award 2020 Programme in Belgrade (Republic of Serbia).

PARTICIPATION FEE

Živa Award Nominee (1 person) – FREE

Early Bird registration (until 6th December 2021)

- FSK members – 80,00 EUR*
- Non FSK member – 100,00 EUR

Regular registration (from 7th December till 30th December 2021)

- FSK member – 100,00 EUR*
- Non FSK member – 120,00 EUR

Last chance registration (from 31st December 2021 till 5 January 2022)

- FSK member – 130,00 EUR*
- Non FSK member – 150,00 EUR

Daily participation – 40,00 EUR/day/person (payment at the registration desk)

*** with the membership payment and the proof of payment**

The FEE includes:

- participation at all events within the Živa Award 2022 programme,
- Živa Award (catalogue, programme ...) and other materials,
- Coffee breaks,
- Lunch breaks,
- Entrance fees to museums,
- Marketplace: Promote & Connect,
- Welcome dinner & Cultural programme (Monday, 10th January 2022),
- Cocktail (Tuesday, 11th January 2022),
- Gala dinner (Wednesday, 12th January 2022),
- Full day guided excursion incl. lunch (Thursday, 13th January 2022).

Bank Account for Transferring Participant's Payment

Please, transfer the payment to the following bank account and send the copy of the bank transfer receipt to the **Forum of Slavic Cultures** to

Mr. Špela Bogataj, e-mail: info@fsk.si.

Bank name: UniCredit Banka Slovenija d.d., Šmartinska 140, 1000 Ljubljana

Account holder: Mednarodna ustanova Forum slovanskih kultur

Account holder address: Ulica 27. aprila 47, 1000 Ljubljana

IBAN: SI56 2900 0005 0604 466, **SWIFT / BIC:** BACXSI22

Reference: Živa Award 2020 – Belgrade fee

Cancellation Policy

In case of cancellation cost for the registration fee will be refunded until 20th December 2022. Beyond this date there will be no refund.

In case of force majeure (for example Covid-19) and the cancellation of the event, the registration fee will be refunded.

Hotel Accommodation

The Radisson Collection Hotel – Old Mill Belgrade is official Živa Award hotel in Belgrade.

Set within the preserved 19th-century Old Mill near the banks of the Sava River, the Radisson Collection Hotel, Old Mill Belgrade marries a contemporary aesthetic with elements of the building's historic past. Take pleasure in the vibrant mix of old and new that prevails in Serbia's flourishing capital city that has radically reinvented itself in the past few years. If you're searching for a luxury hotel stay in the center of Old Belgrade this is the right place for you.

[HOTEL VIRTUAL TOUR](#)

The hotel enabled limited number Živa Award special price rooms for nominees and other participants until **15th of December 2022**. Reservation code is **2201ZIVKON**.

Reservations should be done via following e-mails:

Reservations.belgrade@radissoncollection.com

Aleksandra.miljkovic@radissoncollection.com

Please note, all transfers to/from the Živa Award venues will be organized only from/to this hotel.

Radisson Collection Hotel – Old Mill Belgrade

1/1 room – 70,00 EUR

½ room – 80,00 EUR

International foundation FORUM OF SLAVIC CULTURES

The Forum of Slavic Cultures is a non-profit and non-government organization that was founded in 2004 on the initiative of the Slavic cultural circles and today unites thirteen Slavic countries: Belarus, Bulgaria, Bosnia and Herzegovina, Croatia, Czech Republic, North Macedonia, Montenegro, Poland, Russia, Slovakia, Slovenia, Serbia and Ukraine.

The Forum of Slavic Cultures nurtures the creativity of Slavic cultures, science and arts, their creative charge and heritage, while it also actively cares for a recognizable contribution of Slavic cultures to global dialogue. In strong partnership with international organizations, national initiatives and economy, it presents, supports and develops innovativeness and creativity, and invigorates common cultural projects, mobility of artists and professionals, and also boosts data circulation in culture, science and arts.

ŽIVA Award

The Slavic goddess Živa (also Žiwia, Siva, Sieba or Razivia) represents a principle of life, longevity, youthfulness, beauty, mildness, vitality and fertility. These are the attributes that should describe Slavic heritage as well.

The Živa Award has been established in 2012 on the initiative of an expert project group from the member countries of the Forum of Slavic Cultures.

The Živa Award aims at identifying, encouraging, rewarding and promoting experiments, projects, practices in the museum sector within the specific cultural and geographical framework of the European countries of Slavic culture recognizing the peculiarities and specific values of the Slavic world with its story, its traditions, its heritage, its common and sometimes contradictory roots as well as its problems. It is an Award which at the same time collect interesting experiences and make possible to share them at the transnational level. It encourages competition in order to increase the number of museums which can do better more than simply to be the best ones and it is based on the idea that knowledge and sharing of experiences is essential for determining a more influential role of museums in our societies.

PARTNERS



Галерија Матице српске

Gallery of Matica Srpska, Novi Sad

The Gallery of Matica Srpska is a museum which has constantly been dreaming. The dreaming began in Pest (Hungary) in 1847 with the resolve at Matica Srpska society to establish a Museum – The Serbian National Collection, and continued as Matica Srpska relocated to Novi Sad (Serbia) in 1864, as the Collection was opened for public viewing in 1933.

Today, the team at the Gallery continue dreaming the dreams of our predecessors as well as many of our own. Our strength lies in our unique art collection of 10,000 objects spanning the

period between the 16th and the 21st c. Innovation approach to presenting the national visual art to the public through our Permanent, temporary exhibitions and publishing, creating of narratives is our greatest achievement. Our awareness of the importance of education is expressed in numerous educational programs for children and the young. At the same time, the need to be part of a wider European context is fulfilled by the cooperation with museums and experts in Serbia and abroad. We are proud to be recognized as a pleasant place where visitors enjoy, as a place of social inclusion, contemplation, and aesthetic experience, as an active part of the life of the local community.

As a humanistic museum, we believe in a power of human creativity and consider artistic work of supreme importance for the progress of civilization, better life quality and welfare of the society. The richness of our collection is the foundation on which we, as a museum, build our views on a multitude of issues in the world we live in.

MUSEUM OF YUGOSLAVIA

Museum of Yugoslavia

The Museum of Yugoslavia actively contributes to the comprehending of the Yugoslav experience while continuously rethinking the heritage of the Yugoslav and post-Yugoslav eras, as well as its own mission, positions and history. The Museum is a place of living remembrance, and as such it cooperates with witnesses and participants in historical events. It is also a cultural spot that inspires many generations of artists and creators. As such, it testifies to the importance of the Yugoslav phenomenon locally and globally, which makes it an unavoidable source in researching the history of the 20th century.



Museum of Contemporary Art Belgrade

The Building of the Museum of Contemporary Art is situated in New Belgrade, on the left bank of the Sava River, across the Belgrade Fortress. Its unique concept of the interior design and, on the other hand, its link to the surroundings represent an original solution, which meets basic museological requirements. The building is an interesting example of museum architecture worldwide. It is surrounded by a sculpture park with works by the most significant Yugoslav sculptors of the 20th century.

The Museum of Contemporary Art in Belgrade opened on October 20, 1965. Since its foundation, the Museum of Contemporary Art has based its display policy on the representation of the most relevant artists, periods, movements and tendencies in Yugoslav, Serbian and international art of the 20th century.

MoCAB has the most representative art collection from the Yugoslav art space, consisting of over 8,500 artworks. The Museum also has a rich archive and library that holds over 6,287 books, 27,439 exhibition catalogues and hemerotheque collection with around 350,900 newspaper articles about Yugoslav and Serbian artists. From its founding in 1958 (with the establishment of the Modern Gallery), the Museum organized approximately 1,100 international and local

exhibitions in different spaces belonging to the MoCAB, as well as other exhibition spaces in the country and abroad.



National Museum in Belgrade

The National Museum in Belgrade, museum of a complex type, the most significant, the oldest and central Serbian museum, after a hundred and sixty years of growth and development – from collecting rarities to comprehensive presentation of cultural heritage of Serbia, central Balkans and Europe – has 34 archeological, numismatic, artistic and historical collections today. The Museum's collections have over 400,000 most representative and superior archeological, historical and art works today – the most significant evidence for understanding of archeology and history of art, representing development and changes of civilization in the territory of today's Serbia and its immediate surroundings, from prehistoric times to late medieval period, as well as crucial artistic tendencies and styles, supreme artistic merits in national and European art, from medieval period to contemporary works. We would like to point out Lepenski Vir (7th millennium B.C.), the Vinca statues (6-5th millennium B.C.), the Dupljaja Chariot (16-13th century B.C.), golden masks from Trebeniste (6th century B.C.), household sets from Jabucje (1st century A.D.), the Belgrade Cameo (4th century), Miroslav's Gospel (12th century), King Radoslav's coins (13th century), medieval frescoes, bowl from Vrincevica (17th century), paintings of Paja Jovanovic (19th century) or Sava Šumanovic (20th century), obtained mainly through excavation or as gifts from benefactors, who, in the long and rich history of the National Museum, came from the ranks of both rulers and, more often, common citizens. All of them contributed to the National Museum becoming a true symbol of the Serbian culture. New permanent display of the National Museum in Belgrade was opened in 2018 and represents long chronological period from Paleolithic period to 20th century art. Collection is organized and presented on three levels and 5000m² of exhibition space. Carefully selected artefacts are telling vivid stories about history and arts.



Novi Sad 2022 – European Capital of Culture

Novi Sad is among the first cities outside the European Union to be declared European Capital of Culture, thus becoming one of the 60 cities bearing this title and fostering the richness of diversity and interculturality. The main idea of the programme narrative 'For New Bridges' is leaving rich and everlasting legacies to Novi Sad, legacies that are going to improve cultural life of the city: new programmes, new processes, people involved (citizens, cultural institutions, associations, organisations, artists) and new spaces for culture. This is where the vision of the project, 'The Beginning of new. Now!', stems from. At the end of last year, on 23 December, the European Commission made a decision to move the title year to 2022 due to the global crisis

caused by the coronavirus pandemic. The decision came into force on 1 January 2021 and Novi Sad joined Kaunas (Lithuania) and Esch (Luxembourg) in bearing the European Capital of Culture title in 2022. The opening ceremony will be held on 13 January 2022 within Doček, one of the most important legacy projects. Doček celebrates two New Year's Eves, two dates and two ways of calculating time through visual and performing arts, celebrating interculturality. Novi Sad is known for exactly in the period when different ethnic communities celebrate their holidays in our city. 352 days later, also within Doček, Novi Sad will symbolically close the title year, on 31 December 2022.



Yugoslav Film Archive

The Yugoslav film Archive, a cultural institution founded in 1949, is the National film heritage institution, the central institution for the protection of cultural heritage - film material in Serbia, under the auspices of the Ministry of Culture. As one of the oldest film archives in the world, and also one of the most valuable funds, it keeps more than 100,000 film prints of various national productions, of all genres, silent and sound, black & white and colour, both nitrate and acetate. The mission of the Cinematheque is to collect, arrange, process, store, but also to show films, as well as accompanying film material, objects and other materials from the history of the Seventh Art. This year we were honoured by an award from The National Committee of the International Council of Museums (ICOM): Yugoslav film Archive was named the most important museum in Serbia in 2020.

The Golden Seal for the contribution to film art was established in 1995 on the occasion of the celebration of the First Century of Film. So far, prominent foreign and domestic artists have received this recognition: Giuseppe de Santis, Liv Ulman, Theo Angelopoulos, Nikita Mikhalkov, Jiri Menzl, Ken Russell, Harvey Keitel, Wim Wenders, Carlos Saura, Ralph Fiennes, Emir Kusturica, Dušan Makavejev, and many others.

Yugoslav Film Archive is a founding member of the International Federation of Film Archives.

November, 2021