



Creative
industries
SERBIA





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Editor
Hristina Mikić

EXCELLENT AND FRESH CREATIVITY FROM SERBIA

The application of new technology has made the step towards an approach where the creative work can no longer be treated as independent and isolated areas, but rather as a dynamic field in which art, culture, technology and science pervade. The development of technology has led to new forms of artistic and cultural expressions, along with concepts implying all the contemporary artistic creations. Along with artistic skills and aesthetics, which dominated art and culture since its emergence, new technologies, anthropogenic cultural and geographic values were also given their meaning; clear boundaries between the division into the elite and mass culture are erased; art and culture are no longer only spiritual elements of a society, but also a part of the economic system, while emphasizing creativity in its broader sense, and aesthetic values and new technologies create contemporary concepts such as creative industries. Creative industries and the dynamics of their development allow the review and an evaluation of creativity as a component of not only intellectual, but a comprehensive development of the society.

Creative industries are a new phenomenon in the policies of the Republic of Serbia, although in some areas there is a long tradition of the same. Let's just mention that first printing office in Serbia (*Rujanska štamparija*) was established in 1537; the first museum in Serbia was founded in 1837, the first film in Serbia was shown in 1896, and it was only 6 months after its first public screening in Paris; first films with local themes started to be produced from 1911, and the most famous Serbian creative product – Pirot rug (*Pirotski ćilim*) began its international promotion of the early 19th Century in Paris. Some of the creative industries and artistic creativity experienced remarkable development during the '60s and '70s of this century, affirming creativity of the then Yugoslavian artists. The period when the great man of Yugoslav literature Ivo Andrić received the Nobel Prize in Literature (1961), a designer Dobrila Smiljanić, with the help of Zlatibor knitters, created brand “Sirogojno style”, a traditional Sirogojno sweater adjusted to high fashion that later experienced great fame in the world fashion scene and has become an integral part of fashion accessories of Jovanka Broz, Nancy Reagan, Liv Ulman and others.

Since 2000 the new era of Serbian creativity has begun – young and fresh ideas, new creative formats and a diversity of cultural expressions. Boom of Balkans specific creative expression works again on the stage through design, fashion, multimedia, and films. Marko Luković, a famous Serbian industrial designer, won the prestigious Peugeot Design Contest for the development of the concept car Peugeot “Moonster” (Frankfurt Motor Show, 2001) as well as Award for design of “Supersonic” car for the year 2021 (Detroit, 2012). New creative industries forces – Ana Ljubinković, George Styler and Ivana Pilja through showcase *L'Impossible* presented Serbian creativity at the International Fashion Showcase in London, 2013. The famous Serbian film “Montevideo, God Bless You” was among 52 foreign films approved for display on Chinese television CCTV6 and won the prize for the best film at the International Festival of sport Film in Beijing (2012). Some of the famous ladies from the world scene such as Catherine Deneuve, Svetlana Zakharova, Hillary Clinton, etc. all wear unique Maruška's scarves with Serbian ornaments. Fashion creations of

Roksanda Ilinčić, a Serbian designer based in London is adorned by Michelle Obama, Samantha Cameron, Cate Blanchett, Anne Hathaway, Lady Gaga and others. In 2013 Studio Peter Gregson won the award “World Star 2013”, awarded by The World Organization for Packaging for design of “Bakina tajna” brand. Strawberry energy, the author of “Strawberry tree” (solar energy device) won European and International awards in the field of innovation. They are all part of the emerging “Creative Serbia”.

Freshness, excellence and Balkans creativity that combine tradition with contemporariness in unique colours and creative and innovative expression – these are adjectives that reflect in a best way the creative industries in Serbia. This publication presents the most representative creative industries who have passed EDT (Export Diagnostic Test) set of criteria developed by the Creative Economy Group in order to detect export potentials for Asian markets. Publication at the same time is also a part of a result of years of the Creative Economy Group's research of the socio-economic developmental potentials of creative industries in Serbia, which is implemented with a view to their affirmation and internationalization on foreign markets.

The support for the preparation and the production of this publication was given by the Chamber of Commerce and Industry of Serbia, The Ministry of Culture and Information, and National Library of Serbia for which we are grateful.



Hristina Mikić

Director of the Foundation *Creative Economy Group*

KEY INFORMATION ON THE REPUBLIC OF SERBIA

Official Name The Republic of Serbia

Form of State Democratic Republic

Political structure President Unicameral Assembly with 250 seats

Area 88.361 km²

Population 7.186.862

Geographic position South East Europe, central part of the Balkan Peninsula, at the intersection of Pan European Corridors No. 10 and No. 7

Border In the east, Serbia borders Bulgaria, in the Northeast – Romania, in the north – Hungary, in the west – Croatia and Bosnia and Herzegovina, in the southwest – Montenegro and in the south – Albania and The Former Yugoslav Republic of Macedonia

Official Language Serbian

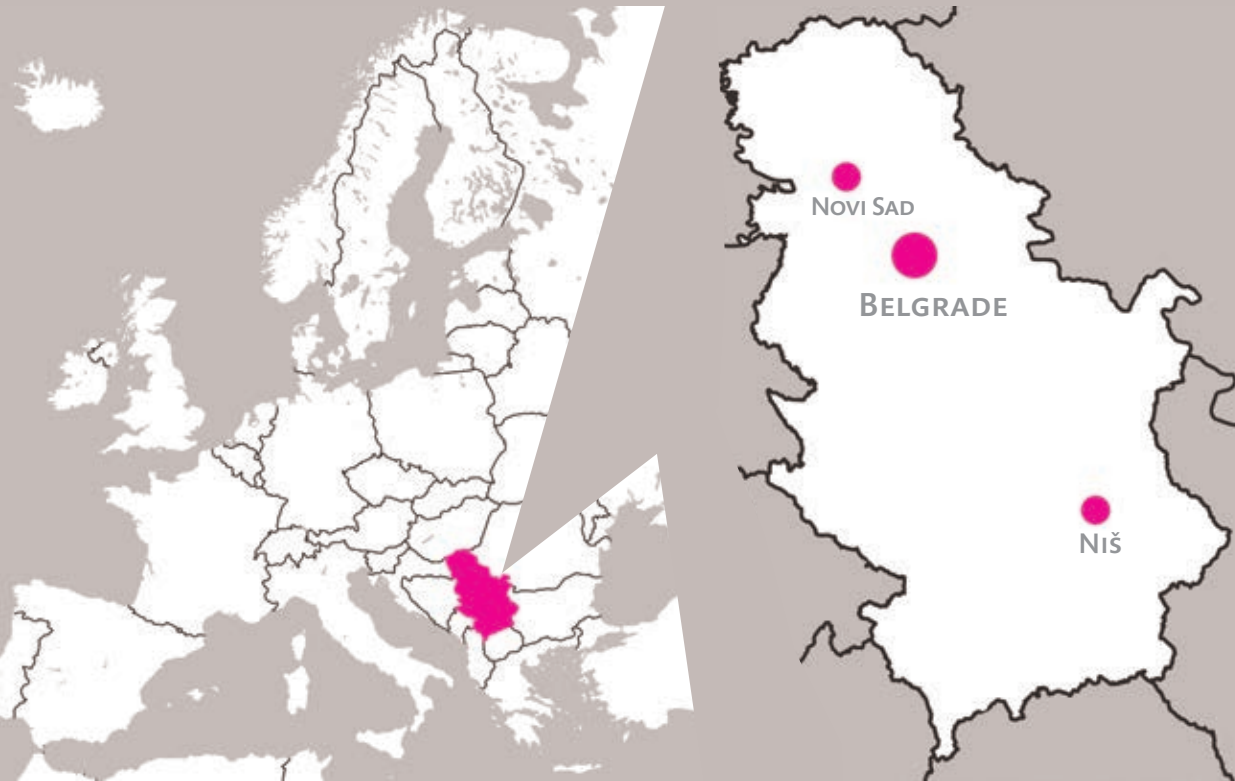
Main Religion Christian Orthodox

Other Religions Roman Catholic, Islamic, Jewish, Protestant

Major Cities Belgrade (Capital): 1.659.440, Novi Sad: 341.625, Niš: 260.237

Currency Dinar (RSD)

Time Zone Central European Time (GMT, + 01:00)



ABOUT CREATIVE INDUSTRIES IN SERBIA

The Republic of Serbia is situated in the central part of the Balkan Peninsula. Serbia is a natural gateway between South East Europe and Western and Central Europe. Positioned at the intersection of the Pan European Transportation Corridors No. 10 and No. 7, Serbia is offering great accessibility to all of South-Eastern and Central European countries.

Creative industries are a new phenomenon in the policies of the Republic of Serbia, although in some areas there is a long tradition of the same. Let's just mention that the first printing office in Serbia (*Rujanska štamparija*) was established in 1537; the first museum in Serbia was founded in 1837, the first film in Serbia was shown in 1896, and it was only 6 months after its first public screening in Paris; first films with local themes started to be produced from 1911, and the most famous Serbian creative product – Pirot rug (*Pirotski ćilim*) began its international promotion in the early 19th century in Paris. Some of the creative industries and artistic creativity experienced remarkable development during the '60s and '70s of this century, affirming creativity of the then Yugoslavian artists. In the period when the great man of Yugoslav literature Ivo Andrić received the Nobel Prize in Literature (1961), a designer Dobrila Smiljanić, with the help of Zlatibor knitters, created the brand "Sirogojno style", a traditional Sirogojno sweater adjusted for high fashion that later experienced great fame in the world fashion scene and has become an integral part of fashion accessories of Jovanka Broz, Nancy Reagan, Liv Ulman and others.

In the recent years, creative industries are increasingly becoming important components of modern Serbian economy and one of the key elements for accessing creative economy and society. In Serbia, creative industries are based on sector networking of cultural activities and industrial sectors with the special emphasis on new ideas and their creative application.

The creative industries in Serbia follow a mixed economy model in which both the public and the private sector share responsibility for the development of creative goods and services. Book publishing, the press, the film industry, cinema, advertising, design, fashion etc. are mainly supported by private initiatives and market, while public expenditure and subsidies have been the primary source of supports for museums, archives, heritage, libraries, performing arts. Despite no official definition of creative industries, using this term usually refers to a definition of the broader view of cultural sector in accordance with UNESCO FCS 2009 and recognises new and contemporary fields of culture such as design, crafts, architecture, multimedia, etc. This concept recognized both values (economic and cultural) of cultural expression and creativity and it is much more closely related to cultural policy field demarcations.

The Ministry of culture and information is the main body responsible for policies and strategies for cultural and creative industries development, legal issues in the field of culture and creative industries, protection of the cultural heritage, international cooperation and regulation and preparation of the laws relevant to the media space. Within its jurisdiction different government bodies also gave support to encouraging and strengthening of creative industries, through financial or other support.

The Ministry of Economy supported the establishment/development of 5 clusters in cultural industries: "Film Cluster", "Creative Industry Cluster of Vojvodina", "RE: CRAFTS & Innovation cluster", "Art Crafts Cluster" from Sombor and "Cluster of Design and Print-

ing” from Niš. The structure of cluster shows that small clusters with up to 25 members are mainly dominating. They belong to the entrepreneurial type of clusters, i.e. they are founded in order to improve cooperation between micro-companies and entrepreneurs, and to provide access to information and enable cooperation by putting together the demand and supply sides. The goal of the support of “clusterisation” in cultural industries is to encourage the creation of more coherent production, distribution and dissemination related to creative products and services, but also to produce high quality products and services for foreign markets. Generally, except for Serbia Film Commission that is a clearly defined network of export oriented film businesses; all other clusters are striving towards the creation of collaborative platforms and are still in their embryonic stage.

The Serbian Investment and Export Promotion Agency (SIEPA) initiated and participated in the promotion of creative industries through micro projects in order to expand the market for the emerging creative industries. The “Creative Space Serbia” is a platform for promoting new designers in furniture industry as well as the cooperation of domestic designers and furniture manufacturers.

The Chamber of Commerce and Industry of Serbia has shown its commitment to improving the creative economy by establishing the Council for Development of Creative Industries in order to promote and develop creative industries and to connect them with other industries.

Lately, an international cooperation is becoming important aspect of development of culture and creative industries. International cooperation and the mobility of goods and services provided by creative industries take place along two lines: through international bilateral agreements and on the level of cultural institutions and independent players in cultural industries.

A new practice in international cooperation, within the strengthening of traditional cooperation, is introducing culture and arts into documents concerning economic and scientific-technical cooperation. The Programs and Protocols on cooperation in the field of culture have been signed with a number of countries, such as: India, Turkey, Ukraine, China, Russia, Macedonia, Slovenia, Kuwait, Algeria and Armenia. Special attention in all programs of cooperation is dedicated to exchange of cultural goods and services, facilitating access of cultural expressions as well as cultural mobility, because stipulations of these documents bind all signatories to enable through their policies, among other, creation of co-production with countries partners, primarily in audio-visual field and performing arts.

Within the scope of strengthening of traditional bonds of friendship and international cooperation, a new practice has been established by introduction of the field of culture into documents that concern economic and scientific-technical cooperation and are adopted at meetings of bilateral level – Joint Ministerial Commissions of States. Some of examples are: Serbo-Algerian commission for economic and scientific-economic cooperation (2009) where exchange of documentary movies is mentioned; Commission of Serbia and Arabian Republic of Egypt (2010) in the field of international art festivals; Serbo-Ukrainian commission for trade, economic and scientific-technical cooperation (2012) focus on cooperation in the field of culture and film co-productions; Serbo-Belorussian commission (2012) trade in the fashion shoes and designer clothes; Joint Commission of Serbia and Azerbaijan (2010, 2011 and 2012) focus on cooperation in the field of music concerts and art groups and artists tours, theatre festivals and exhibition of fine arts, etc.

BASIC CREATIVE INDUSTRIES INDICATORS

The Contribution of creative industries for Serbian economy and job creation can be seen in several lines through direct economic impact (primary and secondary economic impact) as well as induced economic impact¹. In 2012 total economic impact of creative industries in Serbia was 8,85% of total employment and between 6% and 9,8% of total Gross Value Added*.

Table 1: Assessment of economic impacts of creative industries in Serbia, 2012. (Euros)

ECONOMIC INDICATOR	PRIMARY IMPACT	SECONDARY IMPACT	TOTAL ECONOMIC IMPACT OF CREATIVE INDUSTRIES
<i>Direct economic impact</i>			
Formal Employment (full time)	79.189	73.724	152.913 (8,85%)
Contribution to Gross Value Added (GVA), real price 2002	2,94%	3,1%–6,5%*	6%–9,8%
<i>Induced economic impact</i>			
Private consumption	634 million	385 million	1.019 million
Public consumption	170 million	248 million	418 million

*the assessment of the secondary impact was given in intervals. The lower level of impact is based on “Supply and Use Tables” from Republic Institute for statistics (2011) and the upper level was the empirical investigation of the Creative Economy Group based on focus group and investigation of cost structure of cultural industry domains in 2011 as well 2012.

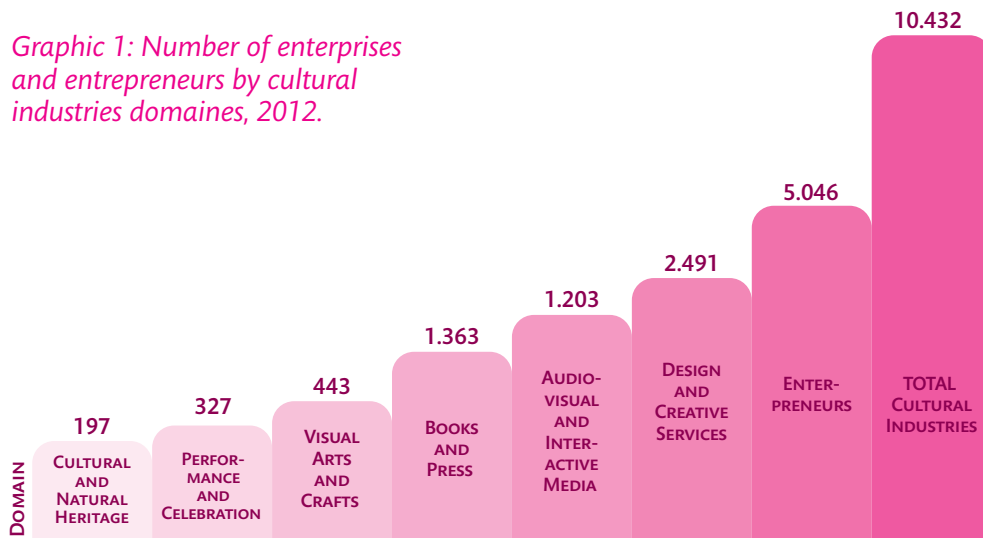
The average productivity of creative industries was about 12.000 Euros and it was 30% higher than economy average. Each 3 jobs in core creative industries created 1 job in partially and independent creative industries.

In 2012. core creative industries in Serbia accounted 10.423 active legal entities, out of which about 4.850 enterprises, 5.046 entrepreneurs and 527 public institutions and organization. A total of 79.189 persons are employed in core cultural industries domains (2012), which accounts for 4,59% of the total number of employees in Serbia. It should be noticed that the employment is much higher than it is “statistically visible”. Since creative industries activities is mainly based on the project cycle, the need for hiring permanently employed persons is rather small, whilst this sector is mostly directed towards the absorption of creative freelancers. For example, the average of honorary engagements (authors, freelance editors, actors, designers etc) per enterprise is 70–120 persons a year, depending of the kind of activities.

In the last several years, cultural industries demonstrate a certain level of stability, whit small number of fluctuation in number of enterprises. Structure of Serbian creative industries composes of small enterprises (49%) and entrepreneurs (48%) which belong to small sized organizations that operate in flexible and innovative business models.

¹ Primary impact represents economic contribution of core creative industries; secondary impact was realized by partially (equipment and supporting material and services to creative industries UNESCO FCS 2009) and independent creative industries (related domains, UNESCO FCS 2009).

Graphic 1: Number of enterprises and entrepreneurs by cultural industries domains, 2012.



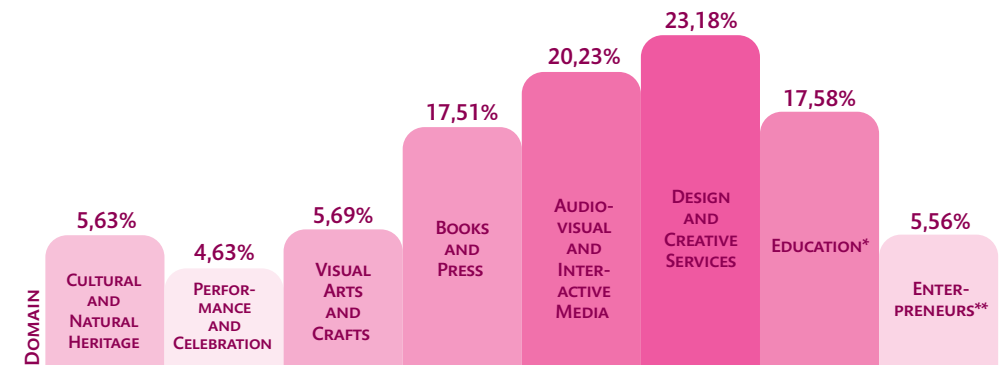
Source: Mikić (2013)

There was market penetration as well as fast development of some sub-segments of the creative sector. The architecture, fashion design, publishing industries, advertising and propaganda as well as video and computer media industries are the most important sectors in the number of enterprise. More than a half of all creative economy enterprises were in the field of architecture and publishing industry (52%) and about 20% in the field of video and computing media industry and advertising industry. They accounted about 53% of total employment in the creative sector.

There was growing number and significant concentration of creative industries enterprises in major administrative centers (Novi Sad, Niš) and the capital (Belgrade), which determine by a very strong infrastructure and distribution network channels, as well as a huge supply of creative workforces. In the recent years, fashion designers studios, architecture, creative advertising studios, film production and post production companies become emerging leaders in creative production as well as promoter of new creative ideas and practices. They are flexible and high-quality a part of Serbian creative industries oriented towards development new Balkan creative expression.

Out of total employed person in core creative industries about 45% is creative class professions (36.186 person). The labour market in creative industries is characterized by temporary employment that accounts for about 15% of the employment level in creative industries; this is a sector employing relatively young workforce (25–44 year-olds) and its total share in the overall employment of the sector is about 67%; highly educated workforce are dominantly employed within the sector and it accounts for 46%–55% of the total workforce; a total of 85% of employed persons in creative industries work in the private and 15% in the public sector. Entrepreneurs in creative industries most often become the ones who have some creative knowledge and skills, and established cooperation with major stakeholders in creative industries value added chains. It is about young entrepreneurs, most of them are in field of performing arts and video games where almost 48% of engaged young people are up to 34 years old.

Graphic 2. Distribution of employment by cultural industries domains, 2012. (in total of cultural industries employment)



*Only cultural and art education; **Entrepreneurs below 20.000 Euros of income per year. Source: Mikić (2013)

As suppliers on creative service market there is also number of individuals and non-corporate creative groups with extraordinary creative capabilities. The creative labour force accounted more than 6.530 high school and university-degree holders directly involved in creative production as a freelancers. Additionally, there is also more than 9.800 high-qualified freelancers engaged in creative industries supporting activities (engineers, IT specialists, actors, copywriters etc).

The Serbian educational system in the field of applied arts and architecture generating well-educated, fast-learning, multilingual and IT literate people. There are more than 12 faculties and high school in the art and culture fields that produced between 3.500 and 5.100 graduates per year.

Markets for most cultural industries are of national and regional nature, consisting primarily of the countries of former Yugoslavia. In the total regional export of creative goods in countries of the Western Balkans Serbia participates with 25% of its total value. The most important foreign markets for publishing and newspaper industries are Bosnia and Herzegovina, Croatia, Slovenia and Montenegro. For visual arts, the market is in Macedonia, Switzerland and France. Audio-visual services (television, video and commercial) are exported to Italy, France and Great Britain, while architecture, engineering and technical services are exported to the markets of Italy, Russia, France and Germany. Over the past ten years, the dynamics of the foreign trade with other countries have gone through different phases. The period from the year 2000 to 2004 was characterized by a significant growth of import, while in the period 2004–2012 the opposite trends were noticed, with significantly higher average growth of export (around 21%) than of import (annual growth of 10.8%). The most dynamic average annual export growth rates have been noticed in the area of the new media, handicrafts and publishing.

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**INSTITUTIONAL
SUPPORT
TO
DEVELOPMENT
OF
CREATIVE INDUSTRIES
IN
SERBIA**



REPUBLIC OF SERBIA MINISTRY OF CULTURE AND INFORMATION



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The Ministry of culture and information is the main body responsible for the following: policies and strategies for cultural and creative industries development, support of national cultural institutions, legal issues in the field of culture, protection of the cultural heritage, and regulating and preparation of laws relevant to the media space. In 2010, the Ministry of Culture and Information set up the Task Force for Development of Creative Industries. The activities of the Task Force resulted in the “Creative Serbia 2020” program, as a proposal of measures and activities for the improvement of institutional and developmental support to creative industries in Serbia and encouragement of entrepreneurship of all stakeholders in creative industries. Due to the expiration of the mandate of the Task Force (2012), the partners gathered around this project initiative continued working on the economic strengthening of creative industries through the public-private partnership “Creative Serbia 2020” co-ordinated by the Creative Economy Group. The outcomes of the Task Force work are contained in the publication entitled “Creative Serbia: New Ways of Development” and local forums on creative industries and impacts thereof on socio-economic development in Serbia and in local communities. Amongst some of the principles the Ministry has perceived as most important have been the strengthening democratic and positive social value, both by providing support to projects aimed at promotion of cultural heritage and especially of contemporary art.

Key support for creative industries development

CREATING STRATEGY FOR DEVELOPMENT OF CULTURE AND CREATIVE INDUSTRIES, LAW REGULATION, INTERNATIONAL CO-OPERATION, EU PROJECTS, FINANCING CULTURAL AND CREATIVE INDUSTRIES PROJECTS, AND PROMOTION OF SERBIAN CULTURE ABROAD.



**REPUBLIC OF SERBIA
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PROVINCE OF VOJVODINA
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The Provincial Secretariat for Culture and Public Information is responsible for the following: specific issues pertaining to cultural policy in their territory – Autonomous Province of Vojvodina, provincial cultural institutions, provincial cultural heritage, culture of national minorities, plan for development of culture and creative industries as well as a system of financing the cultural sector. The Provincial Secretariat is headed by the Provincial Secretary for Culture and Public Information, whereas activities within the Secretariat are carried out in four sectors: Sector for Cultural Heritage and Public Collections dedicated to protection of movable and immovable heritage, library and IT operations; Sector for Contemporary Artistic Production and Cultural Politics that operates tasks pertaining to policy development of cultural politics, cinema, theatrical creativity, music, fine arts, multimedia and literary creativity; Cultural Sector for National Minorities and Amateurism that deals with cultural programs for national minorities and amateur creativity and the inspection sector of legal and financial affairs in the field of culture; Sector of Information dealing with public information on the work of the Secretariat, sector analysis for dealing with the analytical work, the media sector, which deals with media policy, sector for regional cooperation and projects responsible for networking and collaboration, and the implementation of regional and other projects of co-operation and the sector for legal and financial affairs in the field of information. The Autonomous Province of Vojvodina is the founder of 13 cultural institutions and sponsor of a number of events of importance for the development of cultural and creative industries in the territory.

Key support for creative industries development

SUPPORTING CULTURAL HERITAGE PROJECTS, CONTEMPORARY ART AND CREATIVE INDUSTRIES, CULTURE PROMOTION OF THE AUTONOMOUS PROVINCE OF VOJVODINA, CULTURE PROGRAMME SUPPORT OF NATIONAL MINORITIES, FUNDING CULTURAL PROGRAMS, NETWORKING AND COLLABORATION BETWEEN DIFFERENT STAKEHOLDERS OF THE CULTURAL SECTOR AND OF CREATIVE INDUSTRIES.



CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA

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The Chamber of Commerce and Industry of Serbia is an independent, modern and responsible non-budgetary institution, functioning as a national association of all Serbian businesspeople. It serves the best interests of its members and the Serbian economy using a combination of tradition, experience, knowledge and expertise. Our key commitment is to make Serbia visible as a country with a market economy, investment opportunities and open borders, a country ready to join European trends in a competitive way.

The Chamber of Commerce and Industry of Serbia has shown its commitment to improving the creative economy by establishing the Council for Development of Creative Industries in order to promote and develop creative industries and to connect them with other industries. As a part of the Chamber, there is the Association of Creative Industry, which represents the common interests of the economic subjects in the field of creative industry. The Association of Creative Industry represents the following: Graphic industry, Publishing industry, Discography, Book stores and Book distribution, Cinematography, Film producers and Film distributors, Broadcasting organizations, Marketers and Agency for market communications. The Association provides information about the Serbian market and assists in connecting with potential business partners from Serbia.

The Chamber of Commerce and Industry of Serbia is a reliable partner!

Key support for creative industries development

REPRESENTATION OF MEMBERS' INTERESTS BEFORE GOVERNMENT BODIES AND INSTITUTIONS, SUPPORT TO DOMESTIC AND FOREIGN COMPANIES THROUGH SERVICES, MEDIATION, ADVICE AND BUSINESS INFORMATION, INTERNATIONALIZATION VIA IMPROVED INTERNATIONAL ECONOMIC CO-OPERATION AND PROMOTION OF SERBIA AS AN INVESTMENT DESTINATION, AND OF THE SERBIAN ECONOMY AT HOME AND ABROAD, AND BUSINESS EDUCATION.





BELGRADE FASHION WEEK

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The Belgrade Fashion Week (BFW) is organized twice a year: at the end of October and in the middle of April. It has been a long journey since 1996, when Fashion Studio Click initiated the Belgrade Fashion Week following the example of great world fashion centers. Nowadays, local designers have an opportunity to present their collections; young talents have a fair chance to make their first steps into the real world of fashion. The Belgrade Fashion Week links the domestic fashion scene with nearby markets and leading world fashion centers. In 2008, an initiative on organizing the Balkan Fashion Week was launched in order to create a regional fashion market called "Zona 45" - feature 45 geographic meridian passing through Croatia, Serbia and Slovenia. BFW organized presentation of Serbian fashion on the International Fashion Showcase 2013 in London. Under the name *L'Impossible* BFW presented three Serbian designers: Ana Ljubinković, Ivana Pilja and George Styler. The Belgrade Fashion Week is annually visited by around 20.000 visitors and displays about 50 collections and designers. In 2014, the Belgrade Fashion Week co-founded the designers incubator BFW "Designers Collective", comprising of 80 leading Belgrade designers.

Key support for creative industries development

PROMOTION OF SERBIAN FASHION DESIGNERS, NETWORKING, LINKS THE DOMESTIC FASHION SCENE WITH INTERNATIONAL MARKETS AND LEADING FASHION CENTERS.



SERBIA FILM COMMISSION



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The Serbia Film Commission was established in 2009 as an independent non-profit association of the Serbia film industry. Members of the Serbia Film Commission include the leading 80 producers from Serbia who generated over EUR 50 million through foreign film and TV projects. The main aim of the Serbia Film Commission is to promote and develop Serbia as a competitive destination for international filmmaking as well as to provide information and support to filmmakers considering using Serbia for their productions. The Commission manages a database with detailed information on production companies, facilities, crew and other film capacities. Furthermore, the Commission continually updates the film locations database that currently consists of 250 locations for shooting in Serbia, with over 3.000 high quality photos of natural beauty, cultural heritage, landscapes, buildings etc. The Commission has certified 25 cities and municipalities as Film Friendly. The Serbia Film Commission is the only film commission in Southeast Europe. It is a member of the Association of Film Commissioners International (AFCI) and member of the European Association of Film Commissioners (EUFCN).

Key support for creative industries development

SUPPORT TO INTERNATIONAL CLIENTS, LIAISING BETWEEN THE PRIVATE SECTOR AND THE GOVERNMENT, DOMESTIC AND INTERNATIONAL MARKETING AND PR, COMMUNICATION WITH PROSPECTIVE PARTNERS, ORGANIZATIONS AND THE MEDIA, THE DEVELOPMENT OF THE BUSINESS ENVIRONMENT FOR FILM INDUSTRY THROUGH THE "FILM FRIENDLY PROGRAMME", ORGANIZING ADVANCED TRAINING IN THE FIELD OF PRODUCTION SUCH AS FINANCIAL MANAGEMENT, LOCATIONS MANAGEMENT, TRAINING FOR CASTING DIRECTORS ETC.



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The Film Center Serbia is a governmental institution of national importance that provides professional assistance to filmmakers. It was founded by the Republic of Serbia. The current institution was originally established by a decision of the Association of Film Producers of Yugoslavia in 1959, under the name Center for Professional Training of Filmmakers. In 2004 it was reorganized and renamed in the Film Center Serbia. The Film Center Serbia has the following responsibilities: financing filmmaking activities, support and encouraged production of films by young authors, promoting the Serbian film and creativity at international festivals and events; encouraging participation of Serbian producers in international co-productions; organizing national and international film festivals and events; promoting film culture; promoting protection, display and study of film heritage; promoting values and encouraging significant measures to protect children and the youth, as well as gender, race, and ethnic minority equality; co-operating with professional associations, companies and individuals in order to improve the film industry; keeping a centralized record of all filmmaking activities in Serbia. The Film Center Serbia is organized in 5 departments: Department for Film and Audiovisual Activities Support, Department for International Relations and Promotion, Documentation Department, Publishing Department, and Finance Department.

Key support for creative industries development

FINANCING FILMMAKING ACTIVITIES, PROMOTING THE SERBIAN FILM AND CREATIVITY AT INTERNATIONAL FESTIVALS AND EVENTS, PROMOTING FILM CULTURE, PROMOTING PROTECTION OF FILM HERITAGE, KEEPING A DATABASE ON NATIONAL FILM PRODUCTION.

EXCELLENT
AND
FRESH
CREATIVITY
FROM
SERBIA



ABO
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Key creative products/services

CONTEMPORARY ART FURNITURE, INTERIOR DESIGN, HOME DECOR, SHOE DESIGN

ABO is a design studio founded by Iva Ljubinković who deals with redesign of the furniture from the '70s, interior design and household items. ABO products are designed in retro motifs, motifs of animals, usually birds, deer, cats, foxes, motifs of roses, with colourful decorations. The trademark of this brand name is a fusion of Victorian aesthetics, pastel hues and unexpected details. Her style is dominated by soft, pastel colours and motifs, making its delicate and sophisticated aesthetics. She recently launched a line of footwear, incredibly beautiful Oxford shoes that are also of very appealing colour, well integrated with metallic details.





ANA LJUBINKOVIĆ BOUTIQUE

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Web www.ana-ljubinkovic.com



Key creative products/services

FASHION DESIGN, JEWELRY AND BAGS

Ana Ljubinković's label insists on an individual perception and approach to fashion. Sculptural shapes, bold colours and patterns, heavy embellishment and the perfect fit are accompanied with an interesting play with details, which has always been the distinctive feature of Ljubinković's design. Ana Ljubinković's label includes clothes, shoes, jewelry and bags. The nature and the universe are the designer's constant inspiration. Ana's designs invite the audience to grasp into her intimate world. Owing to her great love of animals, Ana has never used leather or fur in her designs. Ljubinković is one of the founders of the Belgrade Design District (BDD) that gathers together various designer's stores and art studios. Ana Ljubinković was awarded numerous prizes for her fashion work: "Pantene Beauty Award" for the best young fashion designer (2006); "FFF" Serbian edition of Cosmopolitan magazine award, as a woman of the year 2007; Prestigious "Gorki list" creativity award 2007; Best collection of the 25th Belgrade Fashion Week - Bazar magazine award 2009. As one of the best Serbian designers, Ana Ljubinković presented her work at the International Fashion Showcase 2013 in London.



BECHA

VESNA PEŠIĆ

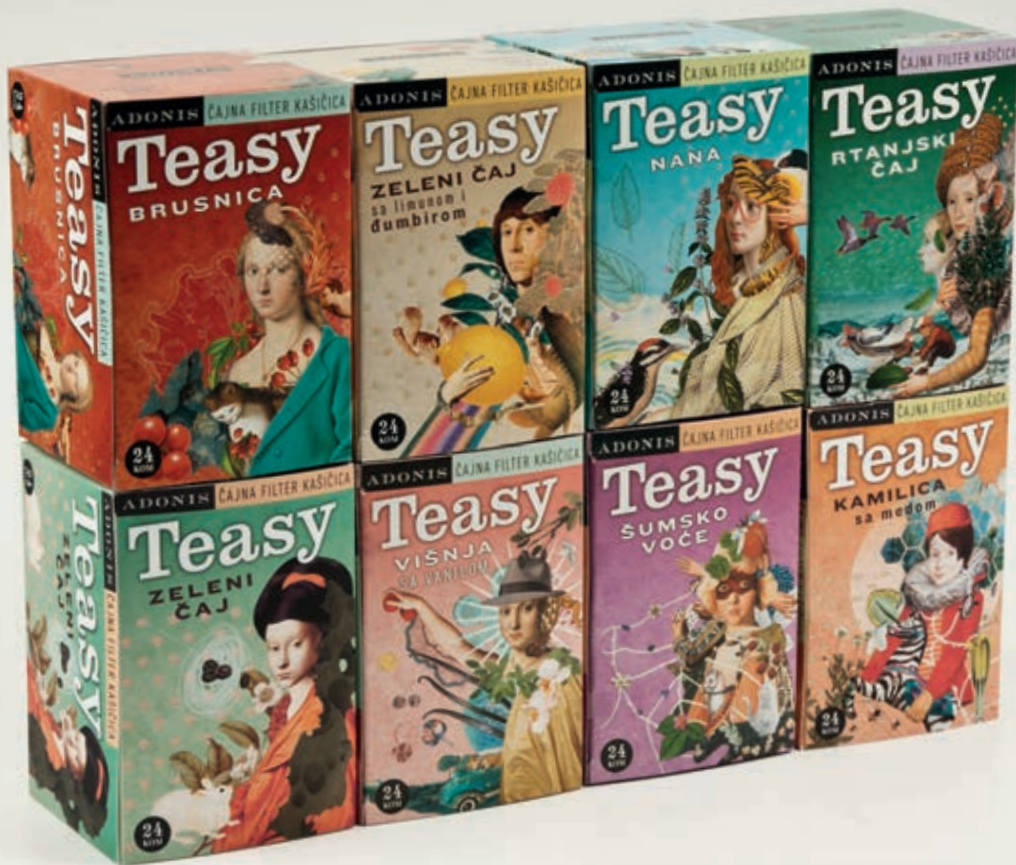
Email pesic.vesna@gmail.com

Web www.becha.me

Key creative products/services

GRAPHIC DESIGN AND ILLUSTRATIONS

Vesna Pešić, known as BECHA, is a freelance graphic designer and illustrator. She graduated Graphic Design at the Faculty of Arts in Niš. After graduation, she worked in several studios as a graphic designer, and now as a freelance artist for the agency Machas from London, and is mainly engaged in the field of illustration. The story on her work was featured in Computer Arts, X-Funs, Choi's gallery and many other online magazines. Several of her works have been announced in Cutting Edges (Gestalten). She has worked for Elle, Universal Music, Playboy, Eni International, Telenor and many more. She is a member of Depthcore, the international artists' collective dedicated to digital art. So far, she has had several solo exhibitions in the country and as to group shows, she has exhibited in Stockholm, New York, London and Amsterdam.



COBA&ASSOCIATES

Address Carice Milice 3, 11 000 Belgrade, Serbia
Phone +381 (0) 30 34 900
Email office@coba.rs
Web www.cobaassociates.com



Coba&associates
 Brand Design Agency

Key creative products/services

DESIGN, BRANDING, DIGITAL BRANDING, ADVERTISING

Coba&Associates is a leading Serbian design and branding agency, established in 2003. Its focus is on satisfying the growing need for differentiated solutions inside the creative industry, aiming for the highest quality in design and brand planning alike. The agency consists of several departments, which are mutually connected in all stages and facets of the creative work: from strategic planning, design, structural packaging design, to web and interface design, publishing, production and account management. Their attention is to conceive and design the distinctive message of their client, to provide a unique way to reach out to the people they serve.





DAMSKO SRCE

Address Srpskih vladara 106, 18 300, Pirot, Serbia

Phone +381 (0) 10 33 22 44

Email info@damskosrce.com

Web www.damskosrce.com



Key creative products/services

TEXTILE CRAFTS, PRODUCTION OF TRADITIONAL PIROT RUG (ĆILIM)



A craft union for making rugs and souvenirs “Lady’s Heart” (*Damsko srce*) began its work in June 2009. The main task of the co-operative is to preserve the centuries-old tradition of weaving Pirot rug (*ćilim*), as well as to maintain the quality in the development of Pirot rugs. In addition, the goal of the co-operative is animation of younger population and encouragement of their creativity and desire to become involved in this activity, thus extending the development of patterns in Pirot rug and therefore the development of carpeting to that level to become again a significant industry in Pirot. There is a desire to return the shine and glory of the Pirot rug and re-introduce it to the global market.

The Pirot rug (*ćilim*) is a traditional product of the textile craft in the area of Stara Planina, mostly, Pirot. Its main characteristic is that there is no reverse side, but obverse and reverse are the same and are made of high quality wool from the area of Stara Planina. From 2002, the Pirot rug has been protected as a product with a protected geographic origin, with 95 indigenous ornaments. The Pirot rug was first exposed at the beginning of the 19th century at the International Expo in Paris when its international promotion commenced.



DOKTOR FRIED

Address Terazije 3 / VII, 11 000 Belgrade, Serbia
Phone/fax +381 (0) 11 33 49 271
Email office@doktorfried.com
Web www.doktorfried.com



Key creative products/services

PRODUCTION, POSTPRODUCTION AND ANIMATION

Doktor Fried is a merger of two successful Serbian companies: Doktor Productions and Fried Pictures. After years of co-operation, Doktor Fried decided to combine its collective resources, knowledge and staff, in order to create superior commercials, music videos, films and corporate films. Doktor Fried strives to master cutting-edge technologies and techniques, and is therefore able to offer the very best possible approach to any given challenge, which, in turn, enables it to perform faster, reduces rendering times and increases the overall standard of its work. Doktor Fried develops new creative solutions by implementing high-end technology from the movie, gaming and entertainment industries.

DREAMDUST

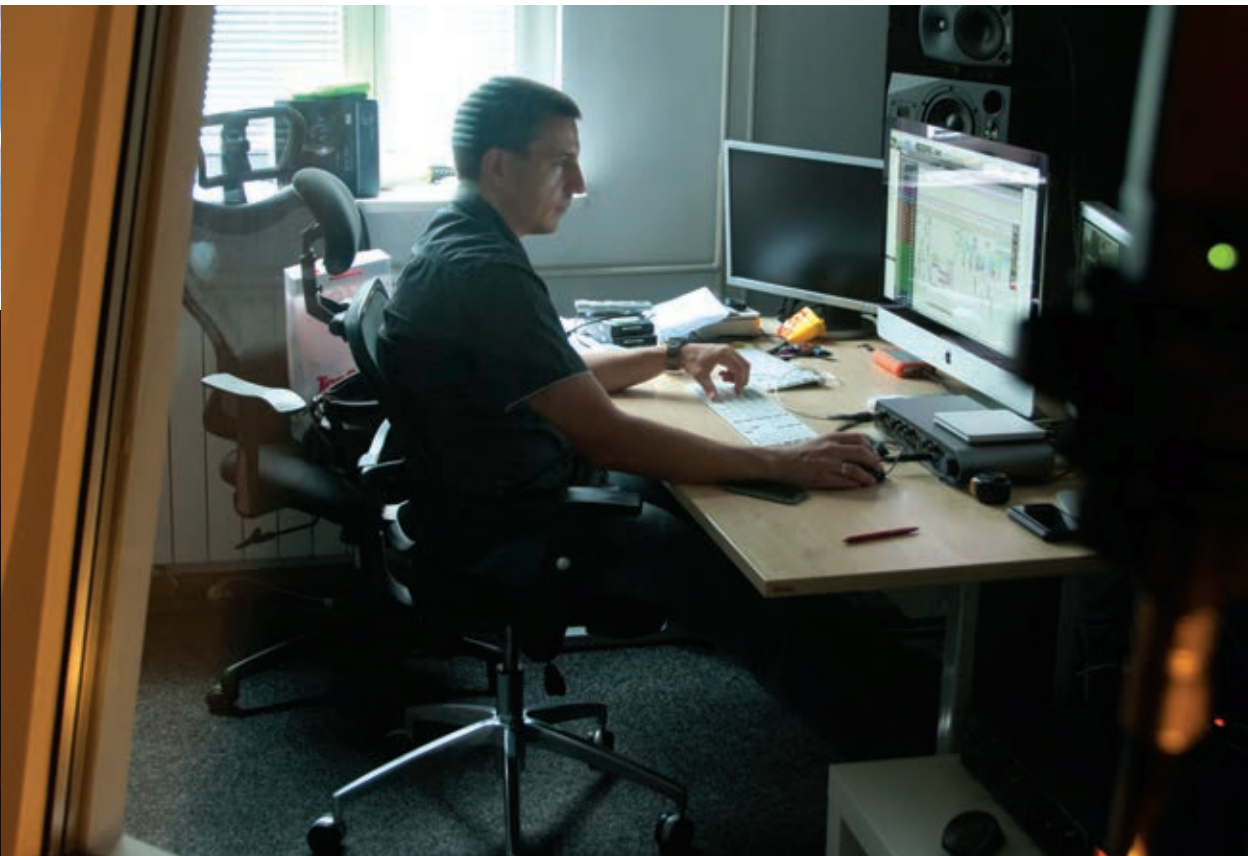
Address Cvijićeva 110, 11 000 Belgrade, Serbia
Phone +381 (0) 11 32 91 051
Email office@dreamdustvfx.com
Web www.dreamdustvfx.com



Key creative products/services

POST PRODUCTION

Dreamdust is a creative post-production studio located in the center of Belgrade, Serbia. The studio of the new generation, focused on giving that magical touch to all kinds of videos, using the latest technologies for creation and communication. They offer a variety of FX services to your reality, whether it is advertising, film, video games, technology, art, TV or media production. For 17 years, their team has been providing full service to some of the biggest brands and a large number of creative agencies worldwide.



EIPIX ENTERTAINMENT

Address Marka Miljanova 9a,
21 000 Novi Sad, Serbia
Email office@eipix.com
Web www.eipix.com



Key creative products/services

GAME DEVELOPMENT

Eipix Entertainment is an independent game developer. After several solo projects, they entered the outsourcing business where they ported and made games for almost every platform. In 2011, Eipix has been rebranded, and it has stopped providing outsourcing services. Under a new slogan – “Creating Worlds” – Eipix is shifting the focus towards casual games, mostly hidden object puzzle adventure for its exclusive partner Big Fish Games on all popular platforms. At the moment, their team is comprised of over 100 people of various ages. A specific part of Eipix is Xtruiist Audio – a company dedicated to providing music and sound for all media, but most notably for video games.

IDENTITY PLUS

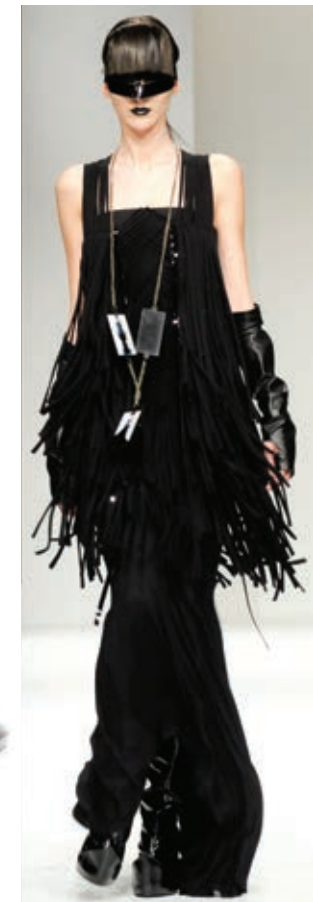
Address Cara Uroša 31, 11 000 Belgrade, Serbia
Phone +381 (0) 11 26 38 066
Email danijela_biskup@yahoo.com
Web www.jspfashion.com

IDENTITY

Key creative products/services

FASHION DESIGN

The fashion studio “Identity” was founded by Danijela Biškup, shoe designer and Jelena and Svetlana Proković, clothes designers. Her shoe brand is called “LILU”, while Jelena and Svetlana Proković created brand “JSP” in the area of costume design and contemporary fashion. “LILU” shoes are recognized for their high quality, hand-made and small series, unique models and innovative approach, and together with creations from “JSP”, they represent fresh creativity from Serbia.





ETHNO NETWORK

Address Brankova 10, 11 000 Belgrade, Serbia

Phone +381 (0) 11 33 73 068

Email etnomreza@yahoo.com

Web www.ethnonetwork.com



Key creative products/services

CRAFTS, ETHNO PRODUCTS, CLOTHING WITH TRADITIONAL SERBIAN MOTIVES



The Ethno Network is a professional organization of women who are engaged in the production of traditional handicrafts, designed in a luxurious design and packaging, according to the prescribed quality standards. It was founded in May 2005 with the aim of preserving the old and forgotten techniques of craft (clothing, souvenirs and programs for the interior), and training and organizing women for market production. As a national association of manufacturers of handicrafts, the Ethno Network encompasses more than five hundred women from all parts of Serbia, which are organized as co-operatives or associations, and focused on creating well-designed and unique products inspired by traditional Serbian motives.



GEORGE STYLER

Address Kralja Petra 75,
11 000 Belgrade, Serbia
Email info@georgestyler.com
Web www.georgestyler.com

GEORGE STYLER

Key creative products/services

FASHION DESIGN

George Styler (Đorđe Tamburić) started his career in the “Todor” fashion house where he gained knowledge about textile, design and knitwear, which is his huge love. His fashion style combines knitwear with other styles, and through his collections, he always tends to convey a certain message. His debut collection was at FASHIONCLASH Maastricht 2012 in Netherlands, with a mix of punk, knitwear and Balkan elements.

Up to 2013, George Styler was awarded several times for his fashion work. Together with his colleagues from “Todor” he was rewarded at the October Wellness Fashion Selection, where he obtained the first prize for “The best collection for actual season” and after a year of hard work (2008), he received the “Prize for the best quality commercial collection”. In November 2012, George Styler won the “Best Fashion Show Award” (“BazART Award”). In February 2013, George had an exhibition at the London Fashion Week, the International Fashion Showcase.



IVANA PILJA

Phone +381 (0) 64 22 02 098

Email info@ivanapilja.com

Web www.ivanapilja.com



Key creative products/services

FASHION DESIGN

Ivana Pilja is a fashion designer who has worked for sport and street-wear lines in various fashion houses. The experience she gained during that process has served invaluable. Inspired by Japanese fashion and origami, her first collection seeks to be a representation of moving sculptures. The entire collection draws from dark elements to invoke futuristic and architectural form of costume. Her inspiration draws from origami culture. Edges and shapes of her creations are straight, strong, and simplified geometrical. Her first collection was awarded with two awards, for the best collection from "ELLE" magazine and for the best designer of the season.

Her second collection, alike the first one, continued to be inspired by the avant-garde aesthetic and life-style. "Semi Song", Ivana's second collection, is inspired by the Japanese cicada, locally named Semi. Intriguing and intense, these weird little creatures are a direct representation of Ivana Pilja's new collection as she steps forward in embracing new forms of costume. The combination of shapes, prints, materials and design would surely rock any origami master. The advantage of fashion, in her own words, lies in the fact that "It allows us to play with whatever our imagination and creativity can dream, and then I create and make those dreams come true."

KAKO.KO DESIGN STUDIO

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Phone + 381 (0) 64 33 95 344
Email vpejovic@gmail.com, office@kako-ko.com
Web www.kako-ko.com www.vesnapejovic.com

kako.ko
design studio

MEDIAPLUS

Address Kajmakčalanska 30, 11 000 Belgrade, Serbia
Phone +381 (0) 11 24 24 817; +381 (0) 11 24 24 819
Email office@mpl.rs
Web www.mpl.rs

MEDIAPLUS

Key creative products/services

FURNITURE/PRODUCT DESIGN, INTERIOR ARCHITECTURE, EXHIBITION DESIGN

KAKO.KO Design Studio is a trademark recognized by its unique design and its ability to analyse and recreate relations between a person and objects in its surrounding. KAKO.KO is a team of independent creative individuals, established in 2004 by Vesna Pejović with Jelena Milojević joining in 2007. Since the beginning, the studio has been developing a diverse portfolio of regional and international projects, best known for its work in furniture/product design, interior architecture, exhibition design and strategic thinking, winning competitions and receiving several international and national awards. In 2010 KAKO.KO design studio received the "IF communication award" for total design and corporate performance of BUCK doo at Light & Building fair in Frankfurt, in 2012 Lamp "E" designed by KAKO.KO for BUCK doo received both "IF product design award" and "Good Design award". Over the years, KAKO.KO's work has been published and exhibited in shows at the Milano design week, Sallone Sattelite, Stockholm fair, Copenhagen furniture fair, Berlin design week, Frankfurt Light & Building fair, Cologne furniture fair as well as across ex-Yu region countries.

Key creative products/services

POST PRODUCTION, TV COMMERCIALS

MEDIAPLUS was established in 1994. The company rapidly gained the reputation for ground-breaking production of commercials. Today, MEDIAPLUS is one of largest creative production companies in the Balkans. Since its establishment, MEDIAPLUS has processed over 1.000 commercials, dozens of TV shows and lots of events for local and international clients and provided a production and post-production equipment and facilities. With the background in TV productions and events its staff team of experienced and talented professionals defines MEDIAPLUS' essence. The company currently employs 20 permanent and 80 freelance staff and collaborates with a wide network of local and international production professionals. MEDIAPLUS is a designated DANONE Europe Production Partner and has produced successful campaigns for Danito, Vitasnella and Fruix, produced with Y&R Milano for the Italian market.





KREATIVNI CENTAR

Address Gradištanska 8, 11 000 Belgrade, Serbia
Phone +381 (0) 11 38 20 464
Email rights@kreativnicentar.rs
Web www.kcrights.rs



Kreativni centar

Key creative products/services PUBLISHING CHILDREN'S BOOKS

The publishing house "Kreativni centar" was founded in 1989 as a publisher specialized in children's books. This publishing house has published some of the most famous Serbian books for children that have been translated and published in 25 different countries worldwide. Established as a small family based publisher of children's picture books, it is nowadays a medium-sized company employing 50 various creative artists and is the proud publisher of 800 titles imbued by the very spirit of Serbian creativity, which are the key export articles of this publishing house. About 75% of the total number of titles are written and illustrated by Serbian authors. "Kreativni centar" has sold 330 licenses for over 90 titles so far and all titles are divided into a number of different series: picture books, popular science books, textbooks, handbooks, fairy tales, poetry and novels.



MARKO DESIGN

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Email marko-design@hotmail.com

Web www.marko-design.com



Key creative products/services

INDUSTRIAL & TRANSPORTATION DESIGN, GRAPHIC & PACKAGING DESIGN, 3D CAD MODELLING & VISUALIZATION, RAPID & CNC TOOLING

Professor Marko Luković is an industrial designer and his team of specialists and experts has been successfully engaged in various fields of design since 2000. His occupations are industrial and transportation design, graphic and packaging design, 3D CAD/CAM modelling and visualisation, rapid prototyping & CNC tooling. Marko Luković has been engaged in over 80 international and domestic exhibitions, professional conferences, seminars and jury memberships. He has been awarded 20 international and domestic awards for industrial and transportation design. He was the winner of the International Peugeot Design Contest 2001 among 2.000 offers from all over the World. The concept car Peugeot "Moonster", was presented at the Frankfurt Motor Show 2001 in Germany, as a prototype. He was a treble winner of the annual Michelin Challenge Design at the Detroit Auto Show USA, for futuristic automobiles.

SWING CHAIR



Perla



MITARH ARCHITECTURAL STUDIO

Address Despota Stefana 83/VI, 11 000 Belgrade, Serbia
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Email office@mitarh.rs
Web www.mitarh.rs



NATAŠA ŠARIĆ

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Email natisaric@gmail.com
Web www.natasasaric.com



Key creative products/services

ARCHITECTURAL SERVICES

Studio MITarh represents the conclusion of various architectural practices lead by Professor Branislav Mitrović since 1975. MITarh's work is known for technical innovation combined with design excellence, confirmed by many award-winning competitions and projects. The Studio gathers a group of professionals from the domains of architecture, urban design, graphic and interior design. MITarh provides a diversify of architectural services from architectural projects on culture, public space, industrial, residential, etc.

MITarh's award-winning projects include: Residential building "Toplička 1" Užice; Residential building, Kumanovska Street, Belgrade; Church consecrated to The Birth of Holly Mother in Stipina, Knjaževac; Business building "Zepter Palace" in Belgrade. MITarh team has realized more than 25 projects, 100 award-winning national and international competitions and has been awarded more than 90 prizes, among which the "Grand Award" of the Union of Serbian architects and the Academy of architecture.

Key creative products/services

FASHION DESIGN

Nataša Šarić is a fashion designer from Serbia, who is already more than 20 years present in creating garments and ties. The creative style that she represents is defined from the east, with clean lines and futuristic approach to design, and west, with the details of urban and avant-garde. Her work regularly appears on the Fashion Weeks in Belgrade and Zagreb, and she has exhibited in Berlin, Sofia, Prague, Amsterdam and major fashion centers. She has designed uniforms for Mercedes Benz, OR Liquers, Maxmayer, Gorki List, Hello (Fruvita), airline Montavia, Nectar, et al. Unification of her interests in visual arts and fashion is the trade mark of Nataša Šarić, which is confirmed by her participation and awards won at many of the national and international fashion and visual art festivals. She has received - "Golden medal for the best cheer leading accessory" at the Olympic Games in Athens in 2004. In 2006 she did Exposition "S.F.E.R.A." in cooperation with designers from Italy (Nenad Boharević & Cristiana Gaspari), Giubbe Rosse Gallery - Verona, Italy, etc.





OPEN STUDIO

Address Rige od Fere 20,
11 000 Belgrade, Serbia
Phone +381 (0) 11 29 10 810;
+381 (0) 11 26 36 216
Email office@openstudio.rs
Web www.openstudio.rs



Key creative products/services

ANIMATION AND POST PRODUCTION



Open Studio offers animation and postproduction services. The company specializes in 3D character animation and postproduction of mostly television, film and VFX commercials. Open Studio has carried out extensive and recent work on television commercials, animation and postproduction, and film VFX. Open Studio has worked with a range of production houses and advertising agencies in Serbia, France, the Czech Republic, Spain, Egypt, Saudi Arabia, Jordan and Lebanon. The company has also worked extensively with agencies and production houses in Dubai.

ORANGE

Address Uzun Mirkova 10, 11 000 Belgrade, Serbia
Phone +381 (0) 11 303 60 20
Email office@orange.rs
Web www.orange.rs

orangestudio

RED PRODUCTION

Address Jelene Četković 12, 11 000 Belgrade, Serbia
Phone +381 (0) 11 32 22 025
Email milos@redproduction.rs
Web www.redproduction.rs



Key creative products/services

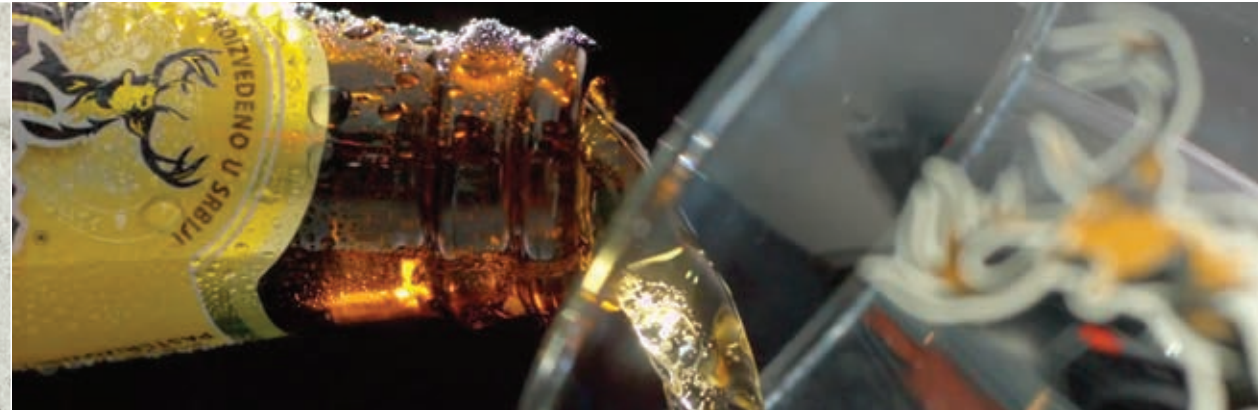
BRAND DEVELOPMENT, INTEGRATED COMMUNICATION CAMPAIGNS, PHOTO SHOOTINGS

The advertising agency Orange Studio creates integrated marketing communication campaigns through thoughtfully selected strategies, in addition to detecting adequate means of communications and employing appropriate media for a best visibility effect. Orange develops repositioning plans to rejuvenate existing brand, while also building new ones from scratch and focusing on various personalities: markets, clients, brand and the target group. The philosophy of Orange is: be positive, efficient, we do not accept boundaries, everything is possible if you try hard, you have to dare and care. The Orange team consisting of creative professionals with their know-how strives for their clients to become leaders in their field and their brand names to occupy top of mind positions in the market place.

Key creative products/services

CREATIVE REPRESENTATION

Red Production is a company founded in 2003 and has emerged as one of the leaders in film and advertising production and post production in Central and Southeast Europe. Red Production is capable of producing print, radio, television and outdoor commercials, industrial and promotional films, television shows, documentaries, short films and feature films. The company has worked successfully with numerous advertising agencies and production companies, earning recognition at a number of advertising and film festivals. Some of the company's major clients are T-Mobile, Henkel Central Eastern Europe GmbH, The World Bank Group Corporate Procurement Unit MIGA, Euro RSCG New York, Stöhr Marken Kommunikation GmbH, Ball Packaging, McCann-Erikson Group, Societe General Bank etc.





PETER GREGSON STUDIO

PeterGregson

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21 000 Novi Sad, Serbia
Phone +381 (0) 21 66 17 613
Email mail@petergregson.com
Web www.petergregson.com/blog

Key creative products/services

BRAND DEVELOPMENT, DESIGN, REBRANDING, PACKAGING DESIGN, IDENTITY, ILLUSTRATION

Peter Gregson is a design studio from Novi Sad specialized in graphic design, packaging design and brand development. The Studio is founded in 2005 by designers Jovan Trkulja and Marijana Zarić. In 2013 Studio Peter Gregson won the award "Word Star 2013" awarded by The World Organization for Packaging for design of packages for company "Foodland". Peter Gregson is the leading design studio in Serbia that combines and transforms Balkans creative expressions and innovations into brand identity and design.



SAMALJOT PRODUCTION

Address Braće Grim 20, 11 000 Belgrade, Serbia
Phone +381 (0) 11 40 71 507
Email info@samaljot.biz
Web www.samaljot.biz



Key creative products/services

TV PRODUCTION, ANIMATION, DOCUMENTARIES

Samaljot Production, established in 2010 and based in Belgrade, is an independent production company providing concept, script and copy writing services as well as services in production and postproduction of corporate and promo movies, commercials, short and feature documentaries and TV format. Full services in 2D and 3D graphic design and animation, web campaigns and corporate events are also part of the Samaljot portfolio of services. For international productions, Saml jot Production provided local executive, production services while filming in Serbia, as well as location, scouting and casting. The Company has worked with renowned production companies from Belgium, UAE, Israel, Italy and USA. The list of their clients includes CARE International, EU-EPTISA, UNICEF, Antidiscrimination, Office of the Republic of Serbia, Agency for the Traffic Safety of the Republic of Serbia, Aljazeera Arabic, ProCredit bank, NBG Leasing, Master Team, Museum of Yugoslav History, Business Info Group etc.

STRAWBERRY ENERGY

Address Ruzveltova 1a, 11 000 Belgrade, Serbia
Phone +381 (0) 11 33 70 950
Email jagodica@senergy.rs
Web www.senergy.rs



Key creative products/services

DESIGN OF SOLAR ENERGY INNOVATION PRODUCTS

Strawberry Energy is a young Serbian company driven by a simple vision: make renewable energy available to all people. Considering the best practical example to show the benefits of using clean green energy and time to raise awareness of the importance of this concept, the company's main activity Strawberry Energy is research, development and promotion of renewable energy and sustainable development. The company Strawberry Energy intends to develop new green technologies and ways to improve the lives of people thereby contributing to environmental protection. By far the most successful project of the Company is the world's first public solar charger for mobile devices. For this invention, Strawberry Energy has won first place in the reduction of public spending at the "Sustainable Energy Week 2011" in Brussels.

In 2013, being the only Serbian company among more than 20 renowned companies, Strawberry Energy entered the final competition for the best technology company in the category of Environmental Protection, the so-called "World Technology Award" organized by the World Technology Network.





SIROGOJNO STYLE C.O.

Address Ivan Begova 3, 31 207 Sirogojno, Serbia

Phone/fax 381 (0) 31 38 02 011; 381 (0) 31 38 02 075

Email style@sirogojno-company.com

Web www.sirogojno-style.com



Key creative products/services

HANDMADE SIROGOJNO SWEATERS, HATS, SCARVES AND GLOVES



In the region of Mount Zlatibor the tradition of making hand-knitted, woollen clothing has been cherished for centuries. The story of "Sirogojno Style" began in 1962, when the first exhibition was organized in order to show works of women knitters from Sirogojno and its surroundings. The exhibition resulted in great admiration for the works of self-taught knitters and was a complete success. After Dobrila Smiljanić came to Sirogojno, the design was refined with new life that she brought to the traditional home crafts. Sweaters, hats, coats, scarves from Sirogojno quickly became popular at fashion shows, trade shows, in the windows of exclusive boutiques in Sweden, Italy, France, America and Japan.

Besides clothing with images of Zlatibor landscapes, which made the works of the designer Dobrila Smiljanić recognizable, the label "Sirogojno Style" today includes fashion created in accordance with modern trends. Since 2003 "Sirogojno Style" garments have been protected with geographical indication No. G-1/02-2 These garments are designs by young fashion designers and they are the result of a desire for combining a traditional handicraft with trendy colours, shapes and motifs.



SPRING ONION STUDIO

Address Šumatovačka 72/2, 11 000 Belgrade, Serbia

Phone +381 (0) 11 24 33 982

Email springonion.studio@gmail.com

Web www.springonion.rs



Key creative products/services

POSTPRODUCTION, VISUAL EFFECTS, TV COMMERCIALS

Led by two young visual artists, Kostadin Martić and Ivan Pavlović, Spring Onion Studio for animation and post-production was founded in 2008. The company specializes in character and technical animation integration 3D, dynamics, compositing, visual effects, matte painting tracking, but they have also carried out extensive work on pre-production of character design, concept art, scenario development and storyboarding. Spring Onion produces commercials for some of the most popular brands in the world and collaborates with prestigious advertising agencies such as Serbian State Lottery, Milka, Eastman American Garden, Coca-Cola Hellenic Group, Jelen Pivo etc.



STUDIO LIDIJA JOVANOVIĆ

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Web www.lidijajovanovic.rs



Key creative products/services

DESIGNING SHOES, BAGS, AND ACCESSORIES

In December 2005, Lidija Jovanović, with a small group of enthusiasts and like-minded persons, decided to start a fashion studio with the idea to make it grow into a serious and authentic fashion brand. By forming a new trademark of high fashion, based predominantly on high-grade design, domestic manufacturing and high-quality imported raw materials, this brand offers original shoes of top-quality to both domestic and foreign clientele, promotes new design ideas, all of which through the form of studio in a direct contact with the consumer. The Lidija Jovanović brand has so far realised co-operation with many leading firms and manifestations in the country. Thus our sportsmen wore the L.J. shoes at the opening ceremony of "Universiade" in July 2009. They have also become a part of the uniform in firms such as M:TS, VIP and British American Tobacco (Tobacco Industry Niš).



TELIC STUDIOS

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Phone +381 (0) 11 32 35 281
Email nemanja@telic-studios.com
Web www.telic-studios.com



Key creative products/services

PRODUCTION, VISUAL EFFECTS

Telic studios provides production and location services for film, television, commercials and corporate video productions in Serbia and Montenegro. Telic studios tends to find the best solutions for every budget and adapts to client's needs and preferences. Their Production services include: crew, locations, co-ordination of casting, transportation, trailers, gear or expendables, hospitality and accommodation. Their post-production services include: VFX, editing and sound mixing. Telic studio is also open to collaborating with commercial viable feature films through co-productions.





STUDIO MARUŠKA

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Web www.studiomaruska.com



Key creative products/services

SCARVES, SASH, AND TIES DESIGNING

From the outset Studio Maruška has chosen only the best materials for trusted manufacturers. The Art Studio was founded by designer Maruška Topalović. In order to create a hand-painted unique scarf, Studio Maruška uses the finest Italian silk, unique hand crafted and high-quality, professional, environmental colours for painting on the silk produced by a German manufacturer. The new line of colours is developed by the latest findings of scientific research. High quality, selected components allow that colours are mixed with each other. The colours are intense, whereas the light effect and the silk retain its natural glow. Studio Maruška now owns the most advanced production equipment for digital printing on sash, scarves and ties worn by artistic signature. Maruška is today an essential part of uniform representation of the most famous and largest Serbian companies and financial houses. Some of the famous names from the world scene who wear Maruška products are Catherine Deneuve, Vladimir Putin, Svetlana Zakharova, and Hillary Clinton.

TOP CUT

Address Svetogorska 33, 11 000 Belgrade, Serbia
Phone +381 (0) 11 32 24 777
Email ana@topcut.tv
Web www.topcut.tv



Key creative products/services

ADVERTISING PRODUCTION, TELEVISION COMMERCIALS

Services and capacities that Top Cut offers are full production services including casting and location scouting, good deals with local rentals, and strong connections with the best postproduction studios. Top Cut is well known for client service and creative approach. Their experience lies in the production of commercials with Top Cut Athens and Top Cut Belgrade, feature films and documentaries with Cosmocat, services with LowDog, as well as experiential activities and content design with Newton. It is the only Cannes Lion awarded production house in Greece and Serbia and a Bronze winner at the New York Festival, while a large number of awards have been won in the Greek market, including "Production House of the Year" award in 2006, 2007 and 2009 and the Production Grand Prix in 2007 and 2009.

TUNA FISH STUDIO

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Phone +381 (0) 11 32 44 775
Email office@tunafishstudio.com
Web www.tunafishstudio.com



Key creative products/services

ADVERTISING PRODUCTION, TELEVISION COMMERCIALS

Tuna Fish Studio is a production company specializing in film and video production for companies and advertising agencies. This includes corporate communication videos and cinema commercials. The company has extensive experience working with leading production companies and advertising agencies in the Balkans. Though the Company's primary activity is production of commercials, corporate communications and music videos, Tuna Fish also produces in-house television and film programming. From concept to final product, Tuna Fish offers a full spectrum of production services. In addition to experience in conceptualization and script work, the Company has worked extensively with creative agencies and production houses. Tuna Fish Studio has realized numerous commercials for renowned clients like Bosch, Gambrinus, Nemirnoff Delikat, Davidoff, Coca-Cola Hellenic, Banca Intesa, Societe Generale and British Council.





UNIBRAND COMMUNICATIONS

Unibrand. Business&Brand Consultants

Address Kralja Petra 13,
11 000 Belgrade, Serbia
Phone +381 (0) 11 30 36 595
Email office@unibrand.rs
Web www.unibrand360.com

Key creative products/services

BRAND AUDIT, BRAND STRATEGY AND DESIGN

Unibrand Communications is a consulting company the particular expertise of which is strategic brand development. The Company is committed to exploring the brand for clients, creating new ones and revitalising the one that needs additional power. At Unibrand, the creative team believe that the brand is a specific blend of creative and business strategies. Unibrand is devoted to assisting clients to recognize their branding needs and it strives to create the best possible strategy together. Unibrand works for Aleva, Delta Real Estate, Delta City, Grand Prom, Marbo, Imlek, Porto Montenegro, Štark etc.





WORK IN PROGRESS

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Phone +381 (0) 11 71 57 700

Email production@wipbelgrade.com

Web www.wipbelgrade.com



Key creative products/service

PRODUCTION SERVICES, AUDIO PRODUCTION, PHOTO PRODUCTION, CREATIVE REPRESENTATION



Work In Progress (WIP) is a production servicing company that focuses on foreign feature film productions. Founded in 2007, WIP has grown into one of the most active servicing companies in the region. In recent years WIP has serviced a wide range of productions including "November Man" with Pierce Brosnan, "Coriolanus" with Ralph Fiennes, "Everly" with Salma Hayek, as well as "The Raven" with John Cusack, and "The Brothers Bloom" with Rachel Weisz and Adrien Brody. WIP has also worked with Luc Besson on several feature films including "3 Days to Kill" with Kevin Costner, "Lock Out", "District 13: Ultimatum" and "The Big Picture".

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