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**NOVI SAD 2021 EUROPEAN
CAPITAL OF CULTURE**

**PROGRAMME PLAN
2018 – 2022**

INTRODUCTION

The slogan of the 'Novi Sad 2021 – European Capital of Culture' Foundation is '4 New Bridges', and the legacy of the project are people, processes, spaces and programmes. The beginning of new. Now.

The 'Novi Sad 2021 – European Capital of Culture' Foundation (hereafter referred to as: Foundation), will contribute to the implementation of the Strategy of Cultural Development of the City, through the implementation of programme activities defined in the Bid Book (hereafter referred to as: Bid Book), which won the prestigious title of the European Capital of Culture 2021 to the City of Novi Sad. The project includes, inter alia, the complex path of changes, practice and presentation of new cultural model that will have an intersectoral influence on other spheres of life of the city of Novi Sad. New cultural model is based on the wish to include all interested citizens who would like to participate in creating cultural and artistic life on the territory of Novi Sad and so-called Zone 021 (municipalities of Irig, Beočin and Sremski Karlovci), using new, unique and improved programme contents that include, on one side, creative and educational programme forms, as well as ones that involve citizens and expert public, and on the other side, work with audience in wider sense, partner programmes and international programme cooperation.

The basis of cultural development planned for the period from 2018 until 2022 are the re-examination of contemporary identity of the city of Novi Sad and so-called Zone 021, revitalisation of cultural heritage, restoration of old and new spaces intended for culture, development of international and inter-sectoral cooperation, encouragement of intercultural dialogue, decentralisation of culture, involvement of citizens and expert public in decision making processes and determination of programmes.

PRINCIPLES OF WORK OF THE 'NOVI SAD 2021 – EUROPEAN CAPITAL OF CULTURE'

1. INOVATION

1. Programmes/activities that are implemented within the 'Novi Sad 2021' project have to be new and/or improved, unfulfilled, prepared for the purposes of 2021 and have not been implemented so far;
2. Projects have to be innovative in terms of use of new methods of work and involvement of different and/or new audience;
3. Projects could include new aesthetic approaches and trends in creative processes;
4. Innovations could include the use of new technologies;

5. It is advised to use interdisciplinary artistic approach when developing project ideas.

2. EUROPEAN DIMENSION

European dimension is one of the fundamental principles of the 'Novi Sad 2021' project and European Capital of Culture in general. In this manner, we find the answer for the question why Novi Sad is European and not regional or national capital of culture and in what manner our city makes contribution and gains benefits from the cooperation with the European cultural scene. Having in mind the results of the research for the purposes of the cultural strategy that showed that only 13% of cultural organisations in the city cooperate with international partners, the improvement of international cultural exchange became one of the main goals of the 'Novi Sad 2021' project. European dimension is based on the character of the ECoC project, as the biggest project of the European Commission in the field of culture and art, which is focused on the development of European cultural identity and encouraging cultural cooperation.

The Strategy of development of European dimension of the cultural scene of the 'Novi Sad 2021' project is based on the following:

1. Creating new opportunities for improvement of working conditions of the local scene by connecting it with European partner organisations.

This includes the work on education in terms of writing European projects, professional assistance and mentorship in writing European projects, help with overcoming administrative obstacles and organisation of special courses for preparation of project ideas and successful implementation of projects. In addition to this, the focus is on the participation in international cultural projects and co-productions. More than 80% of projects of the Foundation are implemented in cooperation with European partners.

2. Creating conditions for professional training of local cultural workers across the world and encouraging exchange between local and European scenes.

The platform is used to develop the 'Plants AiR' programme (Artist in Residence), within which European artists get a chance to create in Novi Sad, and artists from Novi Sad to present their artistic work across Europe. In addition to this, cultural managers from Novi Sad have the possibility to apply for professional training in organisations across Europe, while the Kizuna project encourages the exchange of artists and cultural workers with Japan. At the same time, it is customary to present examples of good practice and innovative methods of European cultural policies in our city.

3. Working on development of new partnerships between citizens of Europe.

International cultural cooperation in the city is being encouraged through connection with networks and organisations across Europe. The Foundation organises international conferences of partnership building, group

study-trips of representatives of the cultural scene to other European cities and helps representatives of cultural scene to find international partners. Projects of cooperation and co-production with other cities – European Capitals of Culture, as well as the cultural cooperation in the Danube region are part of this group.

4. Encouraging development of the EU initiatives and values

Discussions on popular European topics, celebration of important European dates and holidays, promotion of European values and principles of European cultural policies in the city, presentation of Novi Sad to Europe and joining European initiatives, support for the process of European integrations of Serbia and participation of the ‘Novi Sad 2021’ Foundation in the implementation of European projects and co-productions, promotions of European calls and opportunities for partnership and projects of connection are some of activities that are implemented within the above-mentioned section.

3. AUDIENCE DEVELOPMENT

Challenges of audience development within the European Capital of Culture project could be discussed in several ways:

1. by encouraging citizens to actively participate in the creation of cultural contents;
2. by opening new spaces or repurposing abandoned ones into cultural venues that are based on the participation of citizens in drafting programmes and decision making processes;
3. by encouraging the use of new and interactive methods for animation and engagement of audience;
4. by encouraging cooperation with different partners who come from different sectors – media, economy, civil initiatives etc.;
5. by involving citizens who are part of different social groups (young people, children, women, ethnic groups, etc.) and by encouraging their intercultural exchange.

Raising capacities in this field should result in diverse and greater attendance and offer of cultural contents after the implementation of the European Capital of Culture.

The experience so far has shown that the most efficient European capitals of culture were the ones that intensively involved citizens in the processes of programme development, and brought together existing resources including different social groups.

Regarding the audience development within the ‘Novi Sad 2021’ project, programme for citizens’ participation strategically opted for development in the following fields:

- Voluntary work – by developing comprehensive voluntary service for all citizens of Novi Sad (Novi Sad Voluntary Service);
- Revitalisation of local communities – by opening new and reconstructing old spaces, and by implementing the

concept of decentralisation and civil participation (Cultural Stations);

- Hospitality – by developing unknown stories about Novi Sad and by creating an opportunity to tell the history of the city from the perspective of citizens, artists, organisations (Heritage Walks);

- Public spaces – support for citizens to manage their environment themselves and to create spaces that fit their needs (New Places);

- Education – the creation of sustainable know-how base that will enable the use of acquired knowledge for the future generations;

- Joint decision-making – the final phase of development of all programmes that enables citizens to independently decide about issues related to their environment.

According to this, programmes of the ‘Novi Sad 2021’ Foundation support the following types of projects of audience development:

1. Projects that increase attendance of cultural events in the city of Novi Sad;
2. Projects in which audience actively participate in the creation and implementation, through the so-called joint initiatives that enable citizens, professionals and expert public to participate in programming and decision making processes (e.g. ‘New Places’ project of the ‘Novi Sad 2021 – European Capital of Culture’, ‘Little School of Museology’ (‘The Young Choose’ exhibition) of the Gallery of MaticaSrpska, Belgrade Philharmonic Orchestra Council, etc);
3. Projects that encourage intercultural dialogue and development of intercultural competencies of citizens;
4. Projects that improve pedagogical, educational and animation programmes;
5. Decentralised contents and projects that are being held at innovative locations, open spaces;
6. Projects within which existing contents (exhibitions, repertoires, festival programmes, library and archive funds etc.) are being analysed and formed from the perspective of specific social groups (e.g. library of Roma community)
7. Projects within which several cultural institutions, organisations and individuals from the territory of the city of Novi Sad participate in their creation and implementation,
8. Projects that improve cooperation between cultural and non-governmental organisations, educational and media institutions;
9. Projects that improve cooperation of cultural institutions and associations of citizens and independent cultural workers;
10. The existing cultural events that are improved with the element of direct audience development;
11. Animation activities, which make organisation, i.e. programme accessible (e.g. ‘Museum Escape’ of the Museum of Vojvodina);

12. The use of new digital tools and new media in artistic expression or interpretation of heritage;

13. The use of contemporary tools within marketing activities.

4. SUSTAINABILITY

1. Financial sustainability of the project:

a. Are there alternative sources of financing? The ‘Novi Sad 2021’ Foundation finances projects according to the principles of co-financing in order to stimulate stakeholders at the scene to ensure long-term stability of the project by fundraising from multiple sources;

b. Is there a plan for financing follow-up activities, which includes finding the sources of income for operative and service costs – e.g. if the creation of web page was one of the main activities of dissemination of results and communication with PR service, who will maintain the station after the project is finished and how the costs will be covered;

c. If new educational programmes are developed – will they be implemented after the project is finished and how will it be financed, etc. Having in mind that grant projects are (usually) submitted by users (i.e. project idea applicant and partners), who are involved in project activities to a certain extent, it is expected that at least one partner will continue to develop and maintain the results obtained within the project. It is necessary to think in which ways the ‘spirit’ of the project remains in institutions that submitted the project.

2. Functional sustainability in the context of finding ways to ensure the longevity of the implementation. This is related to the capacity of the project that results, outcomes and/or activities continue and function after donor financing ends.

3. Institutional sustainability: structures that will enable the continuation of the results of the project after the financing, agreements on capacity building, local ownership of the projects – it is related to support on institutional stakeholders on the project results, programmes and/or activities through institutional financing, marketing, spatial and/or technical support, gathering and clusters etc. and it should give an answer whether the cooperation between partners will continue.

4. Sustainability at the level of promotion of public and other policies: where possible, the user should describe the impact of the project on the so-called ‘policy’ dimension – improved professional practice, legislation (i.e. Advocating dimension), new methods of work etc.

5. Sustainability of the project, i.e. in what manner the project proposal applicant is willing to continue with audience development after the project is finished.

PROGRAMME

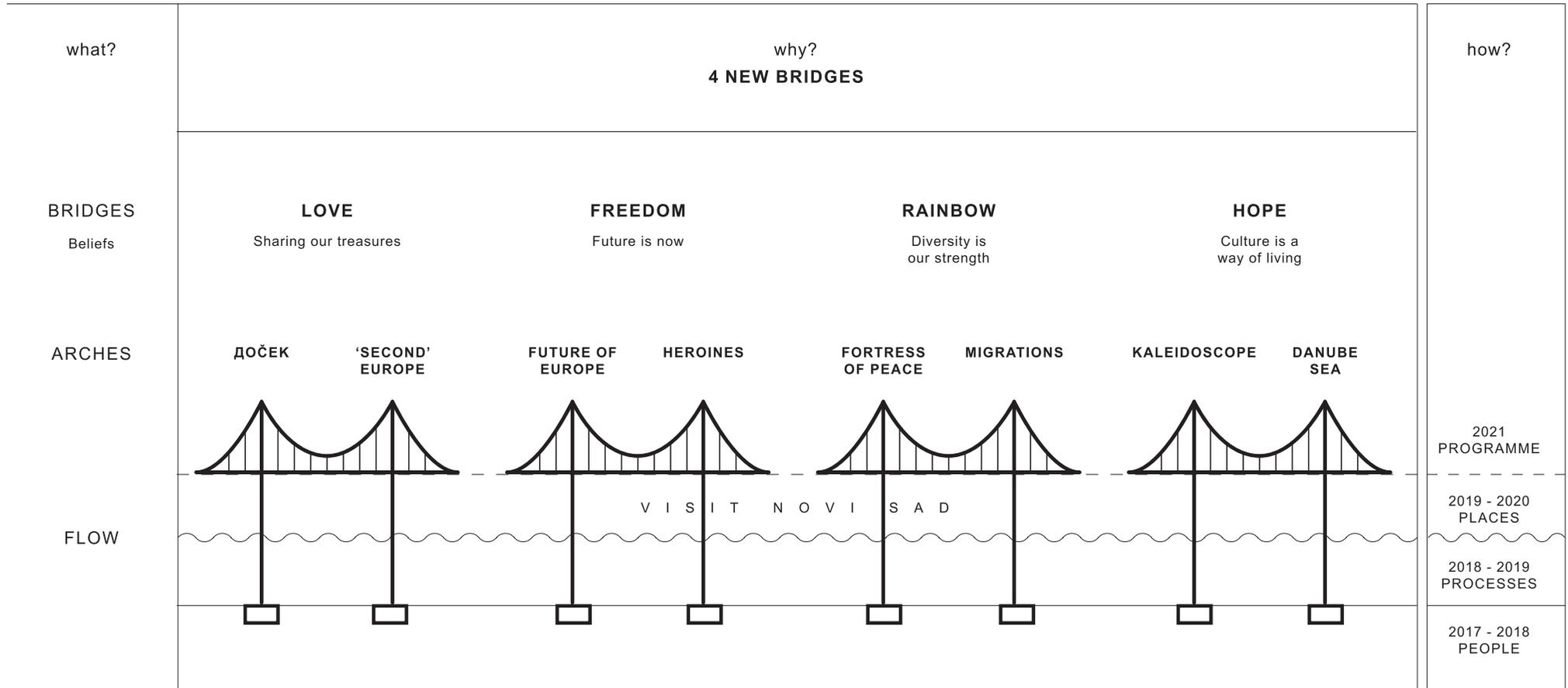
Programme narrative of the ‘Novi Sad 2021’ Foundation comes out from the slogan ‘4 New Bridges’. The slogan represents the idea of building new bridges of cooperation and exchange between artists and organisations from Novi Sad and Serbia with European cultural scene. By implementing the European Capital of Culture project and promoting its values through programmes, we directly contribute to the process of European integrations of Serbia, which is the key policy of the Government of the Republic of Serbia. Furthermore, specific context of the title, which influences the programme concept, is the fact that Novi Sad was the first city to win the title of European Capital of Culture, within special programme for candidate countries for membership in the European Union.

We defined four programme bridges, and some of them we symbolically named after the bridges that already exist in Novi Sad and after values that city wishes to develop in the context of European integrations and beliefs that it fosters and strives to share with citizens of Europe. These are the Freedom Bridge, Rainbow Bridge, Hope Bridge and Love Bridge.

The artistic concept of the ‘Novi Sad 2021 – European Capital of Culture’ project is based on the basic values of the European Union, such as human rights, multiculturalism, intercultural dialogue, environmental awareness and peace policy. These values promote the idea of open democratic society based on the contemporary humanism. We designed eight programme arches, i.e. thematic topics, by connecting these values with history, culture and identity of Novi Sad.

Within each of the bridges major flagship projects were developed. They were selected on the basis of their artistic and creative concept, attractiveness and compliance with the programme objectives and principles, thus becoming the most visible projects that will be implemented in the title year.

NOVI SAD 2021



TIMELINE 2021



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LOVE BRIDGE
Sharing our treasures

DOČEK
SECOND EUROPE

DOČEK

Time: From mid-December until the end of January.

Mission: Celebration of holidays of different religions and cultures to mark the multiculturalism of Novi Sad.

Context

Citizens of Novi Sad intensively celebrate their ethnic and religious diversity in the period from mid-December until mid-January. In this period, there are two celebrations of New Year's Eve, two Christmases, two Christmas Eves, Patron Saints of homes and other customs, which are the great reason for socialising and family gatherings.

In order to celebrate two ways of measuring time with two programme concepts, within this programme arch, Novi Sad organises a unique Doček (New Year's Eve celebration) in Europe, according to Gregorian and Julian calendars. Citizens of Novi Sad, together with guests and tourists, celebrate their multiculturalism by connecting local cultural heritage with intangible cultural heritage of Europe.

We offer genre and artistic diversity with Doček, by reviving different city's spaces, which we connect within our programme, in order to involve highest possible number of audience members, and to set new standards in celebration of intangible cultural heritage of local community at the same time.

Doček is also an overture for the opening ceremony of the title year, with the concept of 'time bridge' that relies on the calendar for measuring time, invented by our great scientist Milutin Milanković.

Primary types of expression:

Music (rock, jazz, (contemporary) classical music, popular, ethnic, 'world music', opera, musical performance, contemporary circus, visual art, interpretation of heritage, etc.

'SECOND' EUROPE

Time: From October until mid-December.

Mission: Research of artistic scene and culture with different aesthetic, ethnic, religious, sexual, political, racial, value identities and beliefs, rather than socially dominant ones.

Context

European culture is mostly recognisable on the basis of dominantly accepted and generally widespread artistic expressions and values, which create a one-dimensional and incomplete image of the complexity of European identity and cultural heritage. Under this surface of dominant expressions, there is a hidden, invisible, basement-like, secret, anti-elitist, rebellious, marginalized, minority, counter-cultural, alternative, value-different Europe. This is the Europe that is not sufficiently represented on maps, school textbooks, TV screens, and official tourist guides. Understanding the culture of the 'Second Europe' contributes to understanding of the complexity and depth of European cultural identity.

In addition to the developed institutional and national culture, during 1960s, Novi Sad, along with Zagreb, Belgrade and Ljubljana, had become recognisable on the international scene in the field of avant-garde, alternative, non-institutional artistic, intercultural and media practices of exchanging and creating new ideas. The Youth Forum was one of the liveliest cultural institutions in the country, where people engaged in open discussion and provocative debate, expressing the most liberal ideas. For example, at that time, body art performances, the most visible expression of the conflicted relationship between individual and collective, concealment and exposure of privacy, were more frequent than today. The 'Yellow House' on the bank of the Danube, although now demolished, still retains the memory of the passionate civil activism of the 1980s, generated by young artists. Since the time when music in the 'old' Yugoslavia began to show the first timid signs of rebellion and counterculture, Novi Sad had become an important point on the musical map of Yugoslavia, culminating in the era of new wave and punk.

Primary types of expression:

Comics, music (jazz, rock, punk, metal, etc.) drama, performance, literature, modern dance, media, etc.

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RAINBOW BRIDGE
Diversity is our strength

MIGRATIONS
FORTRESS OF PEACE

MIGRATIONS

Time: From the beginning of February until the end of March.

Mission: Interpretation of migrations as opportunities for improving the quality of community life and promoting the value of intercultural dialogue.

Context

Today when the refugee crisis across Europe risks deepening racial and ethnic stereotypes, prejudices and potential conflicts, Novi Sad is still facing the challenge of migrations resulting from earlier warfare. Through history, the second largest city in Serbia, with its specific geostrategic position, has built its identity on migratory movements and has become recognisable for its multiculturalism and coexistence of numerous ethnic groups. Today 21 ethnic communities live in it, seventeen languages are spoken, of which seven official languages of the European Union, and four that are in official use in the city. This is why we see migrations as something unique to Novi Sad, stressing their importance in the formation and transformation of the city's identity.

On one hand, we observe historical migrations that have affected the present cultural identity of Novi Sad and Europe. On the other hand, we deal with the common problem of the region, the issue of current migrations and the motives of, above all, young people for leaving the country.

Primary types of expression:

Film, visual art, choreodrama, modern dance, drama, literature, performance, gastro culture, etc.

THE FORTRESS OF PEACE

Time: From mid-June until mid-July.

Mission: Promotion of peace policy and togetherness, as well as critical attitude towards war and causes for war.

Context

The European Union was created on the ruins of Europe after the World War II, as a peace project that promotes a policy of preventing armed conflicts, in order not to repeat the horrors of European wars. This is why the European Union represents a fortress of peace, since its formal foundations and value orientation is the promotion of peace policies.

We believe that art and culture, as effective means, can significantly contribute to the promotion of reconciliation, communion, dialogue, understanding in order not to repeat the suffering of warfare. Special focus of the thematic topic is on the projects that address current wars in the world and contribute to reconciliation in the region. The programme arch promotes Novi Sad as the 'fortress of peace' because it thematically deals with the civil wars in the former Yugoslavia, the traumas and the consequences they have caused, which we feel even today.

Primary types of expression:

Performance, classical music, choir singing, drama, photography, archive and museum exhibitions, etc.

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FREEDOM BRIDGE

Future is now

FUTURE OF EUROPE

HEROINES

FUTURE OF EUROPE

Time: From the beginning of April until mid-May.

Mission: Improving the quality of children's and youth culture and providing opportunities for young people to creatively and critically analyse the future of Europe.

Context

Novi Sad is a university city with a social community of almost 50,000 students who come not only from Novi Sad and Vojvodina, but all over Serbia and the region. Novi Sad bears the title of European Youth Capital in 2019. In accordance with this context, a special focus of the programme arch is on children and youth. The aim of the platform is promotion and development of children's and youth creativity, as well as networking of Novi Sad and Europe through cultural exchange of children and young people.

The Republic of Serbia is a candidate for membership in the European Union. The Union nowadays faces various cultural and political challenges, such as 'Brexit', refugee crisis, Euroscepticism and growth of disintegration tendencies. The question of the future of Europe is therefore particularly up-to-date in the context of the European integration of Serbia and the Western Balkans. Our intention is to open more public spaces for young people, to support the engaged youth art and culture, and to present different visions of the future of Europe.

Primary types of expression:

Literature, (applied) theatre, (classical) music, digital art, gaming, street art, etc.

HEROINES

Time: From mid-May until mid-June.

Mission: Fostering and promoting female culture, art, creation, history and heritage in order to create a more righteous and a more equal position of women.

Context

If we analyse the current cultural and artistic scene in Serbia, and in a bigger part of the European Union, it is evident that the male culture is dominant in terms of authors, themes and approaches. The question of gender equality, although up-to-date in other segments of society, is not sufficiently dealt in culture, although gender stereotypes in society are often generated through culture. Within this programme arch, our intention is to promote female art and culture, which are mostly invisible and insufficiently recognised. Female cultural history of Novi Sad has developed by following example, and most often in cooperation with the most important European activist, feminist and artistic movements, thus the contemporary creativity of Novi Sad female artists is present on the European cultural scene. The Heroine programme arch will open the space for presenting and evaluating Novi Sad female scene, one of the most significant female scenes in the Balkans, but also important in the wider European context.

This kind of approach is in accordance with the global objectives of the United Nations for the following decade, which call for gender equality and a better position of women in society, in order to create a more righteous and freer society. The United Nations campaign warns that, despite different historical circumstances, female culture is being marginalised in most national strategies. The movement for the liberation of women has been one of the most important cultural and political processes of the 20th century, which continues in the 21st century, and the leaders of the movement on the global level have always been women.

At the same time, this will be a new opportunity for different approaches to the study and affirmation of the intercultural female history of Novi Sad with the integration of female cultural creativity into the framework of national and international values.

Primary types of expression:

Digital art, fine arts, (choreo) drama, opera, contemporary dance, documentary, photography, film, heritage interpretation, archiving, etc.

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HOPE BRIDGE
Culture is way of living

DANUBE SEA
KALEIDOSCOPE

DANUBE SEA

Time: From 15 July until 15 August.

Mission: Development of international cultural cooperation in the Danube Region and improvement of the awareness of nature conservation.

Context

The most important European river, the Danube, which flows through Novi Sad, is a significant part of city's identity and its history. The Danube has represented the borderline among empires, cultures and religions. The Danube civilisation is among the oldest cradles of civilisations and culture in Europe. It existed on territory between the Northern Greece, Slovakia, Croatia and Romania from 5500 BC until 3500 BC.

The Danube has always been a great inspiration for writers, poets, painters, musicians, who all come from different cultures. During summer months the citizens of Novi Sad actively spend time along the Danube. Novi Sad is not the largest European city on the Danube, but it is one of those that have the most bridges, 11 in all. Eight of them are beneath water, and three above, which is a testimony to its turbulent past.

In the cultural sense, the Danube connects various European countries and cultures that have interacted for centuries and have mixed in Novi Sad. This is why one of the focuses of the programme arch is on the international exchange of programmes and artists from the Danube Region and the creation of joint activities. In the ecological sense, the Danube is a specific natural entity and a fresh oasis during the hot summer days. However, the Danube is one of the most polluted European rivers, and pollution and destruction of nature are the biggest cultural and political problems not only in Serbia, but in Europe and worldwide. Therefore, through a variety of artistic and sports programmes, we wish to talk about environmental issues such as air and water pollution, littering, extinction of plant and animal species, and promote the beauty of life in nature.

Primary types of expression:

Film, fine arts, contemporary circus, land art, photography, dance (folk dance, traditional and free dance), poetry, choir singing, traditional music (tamburitza as dominant), sport, gastronomy.

KALEIDOSCOPE

Time: From the end of August until the end of September.

Mission: Development of a 'city as a stage' through creation of new audience and decentralisation of cultural content.

Context

Observed through history, from ancient times, the Middle Ages, to the modern times, many parts of the city or almost all of the medieval European cities have turned into a kind of stage. The idea of the city as a scene is related to the view that the city shapes the awareness of citizens not only in educational institutions, but also in every activity, and at every meeting place. The concept, among other things, implies activating all available city spaces and resources (streets, squares, parks, industrial buildings, passages, yards etc.), putting them in the service of art. This creates a unique performer-viewer synthesis, which means that the artistic act is performed in interaction with the audience.

In Novi Sad, as well as in other European cities with moderate continental climate, September is the period of the year in which the social life is more intense, since the community spends more time in open spaces, saying good-bye to the last days of summer. At that time, Novi Sad lives in the streets, squares, parks and becomes one big stage, with diverse cultural programmes and attractive festivals intended for the widest city population and tourists. Staying in Novi Sad in that period allows people to experience all the diversity and vibrancy of the city and to feel the spirit of community.

Primary types of expression:

(Classical) music, opera, contemporary dance, theatre, street art, architecture, literature.