

ICELAND - SERBIA
CULTURAL BRIDGING
2005 / 2006

Days of Icelandic Culture in Serbia

June 2005-January 2006

- Development of cultural cooperation and common understanding of cultures
- Creating positive image of Iceland in Serbia and Serbia in Iceland
- By means of culture initiating economical connections and cooperation
- Supporting positive image of **ACTAVIS** / **Zdravlje Actavis** as a company with corporate social responsibility in Serbia

- ACTAVIS +ZDRAVLJE Actavis (General Sponsors)
- Nordic Council of Ministers
- Ministry of Culture of Republic of Serbia
- Belgrade City Council
- Company Dunav
- Fund for promotion of Icelandic Literature
- Ministry of Science, Culture and Education of Iceland

Main organizer

- Balkankult foundation - Belgrade

Institutions realizing events

- Belgrade Cultural Centre
- “Students City” Cultural Centre
- Geopoetika Publishing House
- Resource Centre of Leskovac
- Association of Applied Artists and Designers of Serbia
- Cultural Center of Leskovac
- National Museum of Leskovac

Organization board:

- Ana Krstic (project manager)
- Dimitrije Vujadinovic (president of Balkankult foundation)
- Tatjana Latinovic (project coordinator from Iceland)

Project associates:

- Vladislav Bajac (literature)
- Uros Djuric (visual arts)
- Nebojsa Popovic (film)
- Tamara Gojkovic (coordinator for Leskovac)
- Vesna Danilovic (photography, film)
- Svetlana Matusa (applied arts / design)
- Eva Maria Jonsdottir (media, film)
- Gudrun Edda Torhanesdottir (film)
- Irena Kojic (Honorary Consul of Serbia and Montenegro in Iceland)

- To present the cultural life and contemporary artistic production of Iceland by means of “small” but effective artistic projects and cultural events
- Joint artistic projects
- Linking of cultural industries of two countries

All cultural programs are organized first in Belgrade and Leskovac but also in the cultural centers and museums in smaller cities all around Serbia.

By the beginning of November 2005 the following Serbian cities were involved in the project:

- *Belgrade*
- *Leskovac*
- *Zajecar*
- *Zrenjanin*
- *Sopot*
- *Sabac*
- *Arandjelovac*
- *Zvecan (Kosovo)*
- *Gracanica (Kosovo)*

During the realization many joint projects started...

Icelandic and Serbian designers cooperated in the design of promotion materials:

- Manifestation logo
- Post Stamp
- Catalogues
- Leaflets
- Posters
- Plastic bags
- T-shirts

Дáни
Kúltуре
Íslanđá

Культуре Исландии
24.06.2003. ААКМН

Screening of following TV stories at national TV as well as local TV stations:

- **Healthy life in Iceland** (report about ACTAVIS)
17 min
- **Between Fire and Ice** (documentary about Iceland) 42 min
- **Reportage about Nordisk Panorama** - 40 min
- **Icelandic Film and interview with Balthazar Kormakur** - 34 min
- **Interviews with people from Serbia living in Iceland** - 8 min

1. Opening ceremony

Time: *24th June 2005*

Place: *Belgrade Cultural Center*

Guests: *Dagur Kari Pétursson, film director*

Orri Jonnson, photographer

*Irena Kojic, Honorary consul of Serbia
and Montenegro in Iceland*

- 2. Film** (Screening of Icelandic feature and documentary films)
- 3. Photography** (Exhibition by Rax and Orri Jónsson)
- 4. Applied Arts** (Exhibition “Lava people” by Lana Matusa)
- 5. Literature** (Serbian edition of “Skugga-Baldur” by Sjon; Presence of Sjon and Tatjana Latinovic at the Belgrade Book Fair)

6. **Culture Cuisine** (Week of Icelandic Cuisine)*
7. **Design** (Exhibition on Icelandic design by Karlssonwilker)*
8. **Music** (Performance of Steindór Andersen - Rimna Rapp project) *

* *Planned in January*



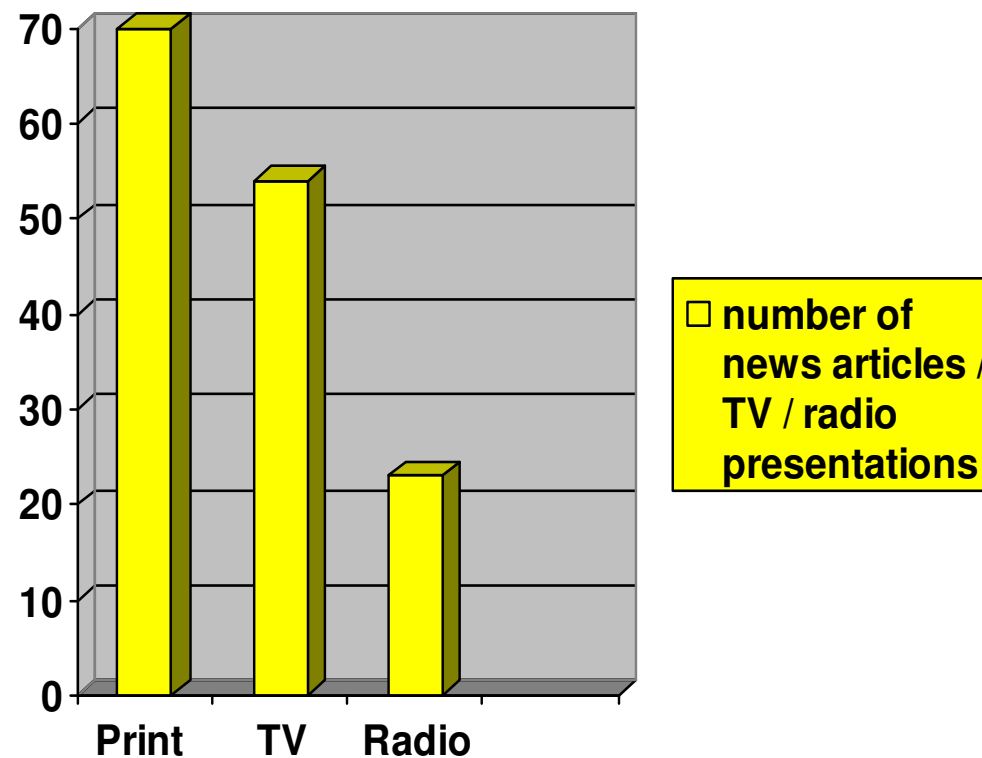


- Publishing of the Serbian edition of book on Nordic Culinary Culture
- Exhibition of promotion materials of *Days of Icelandic Culture* (photos and posters) in New York
- Lectures about life and culture in Iceland

- People got to know more about Icelandic culture and Iceland has very positive image in Serbia
- Joint artistic projects started and are continuing
- **Zdravlje Actavis** and **ACTAVIS** are presented as corporate responsible companies in Serbia (West Balkans)
- The base for future cooperation between both culture and business has been made

- TV Clip on national TV
- Interviews with guest from Iceland (Dagur Kari, Orri Jonnson, Sjon, Irena Kojic, Tatjana Latinovic etc.)
- Project manager present on TV and Radio shows

Print media	70
National and local TV stations	54
Radio	23



O Spin off:

More cities all around Serbia as well as other West Balkan countries such as Bosnia and Herzegovina (Sarajevo, Travnik), Macedonia (Kumanovo) will be presenting Icelandic cultural programmes etc.

DAYS OF SERBIA IN ICELAND

September 2006

Project Concept & Goals

- Joint artistic projects
- Presentation of Cultural Production
- Trough culture opening the door to business cooperation (business delegation / representatives of Chamber of Commerce of Serbian in Reykjavik)

1. Music

- Concert of Smiljka Isakovic, cembalist (programme *MUSICA BALCANICA*)
- Concert of world music orchestra from Serbia

2. Literature

- Story inspired by Serbia (Sjon) and a story inspired by Iceland (Vladislav Bajac)
- Translation of book by young Serbian author to Icelandic

3. Film

- Retrospective of Serbian feature film (program selector Nebojsa Popovic)
- Round table on Serbian film and visit of a Serbian film director

4. Visual arts

- Exhibition on Serbian Contemporary art “On Normality - Art in Serbia from 1989-2001”
- Exhibition by Icelandic artists inspired by Serbia (realized while spending time in art residencies in Serbia)

5. Photography

- Photo exhibition about Serbia by an Icelandic photographer
- Documentary photo exhibition on Serbia by Goranka Matic

6. Culture Cuisine

- Days of Serbian cuisine in Iceland
- Exhibition “Sacral Bread in Serbia”

Thank you