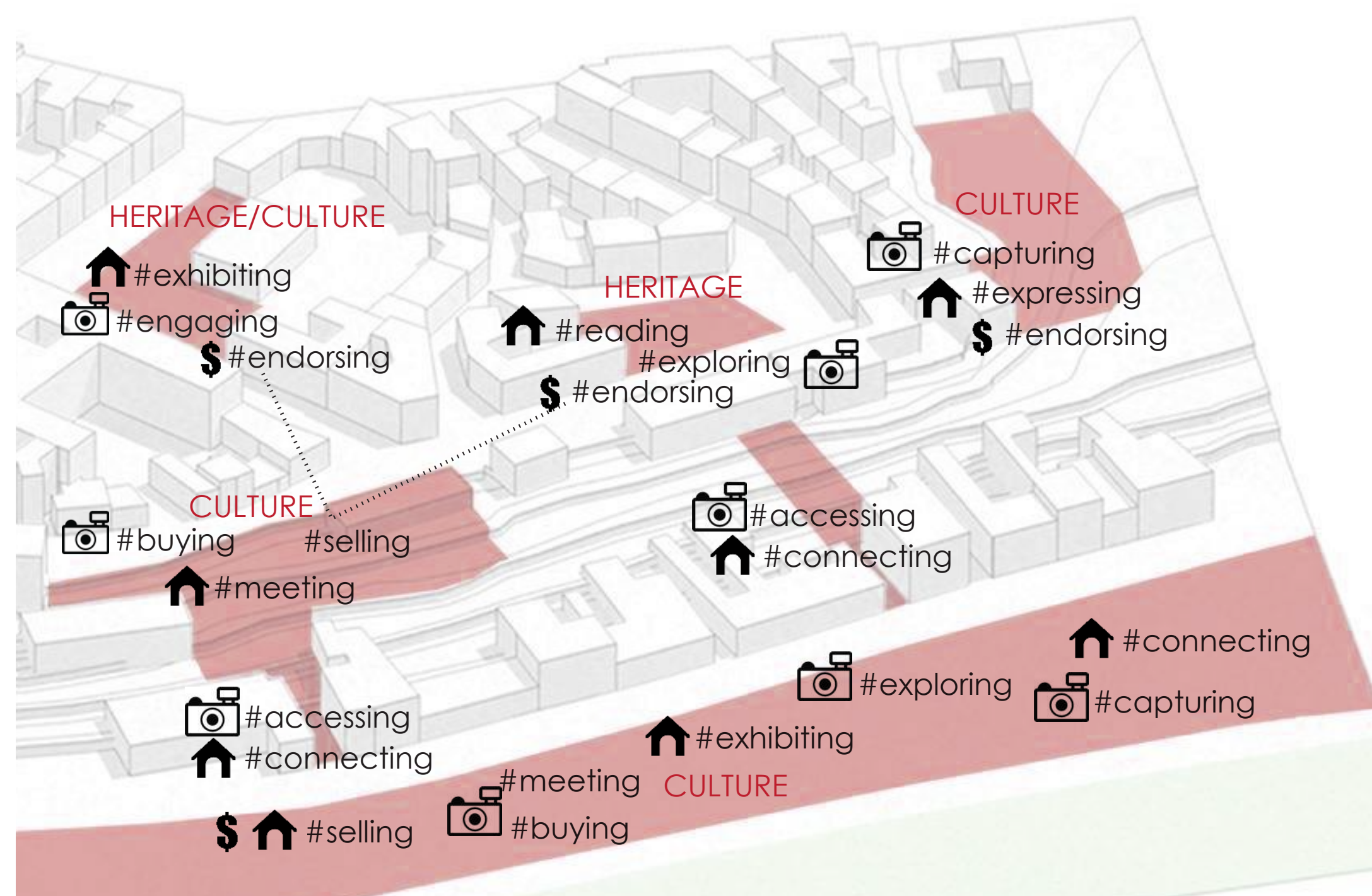


KREATIVNO BRDO (Creative Hill) #art district

OKONET JAUME PLA (LA SALLE) - ROSAURA HERNANDEZ (KU LEUVEN) - ILLJA MIRCHESKI (UKIM) - SENA AKGUL (GTU) - ANDREW MC ALLISTER (DIT) - MILAN VARGA (AFB)

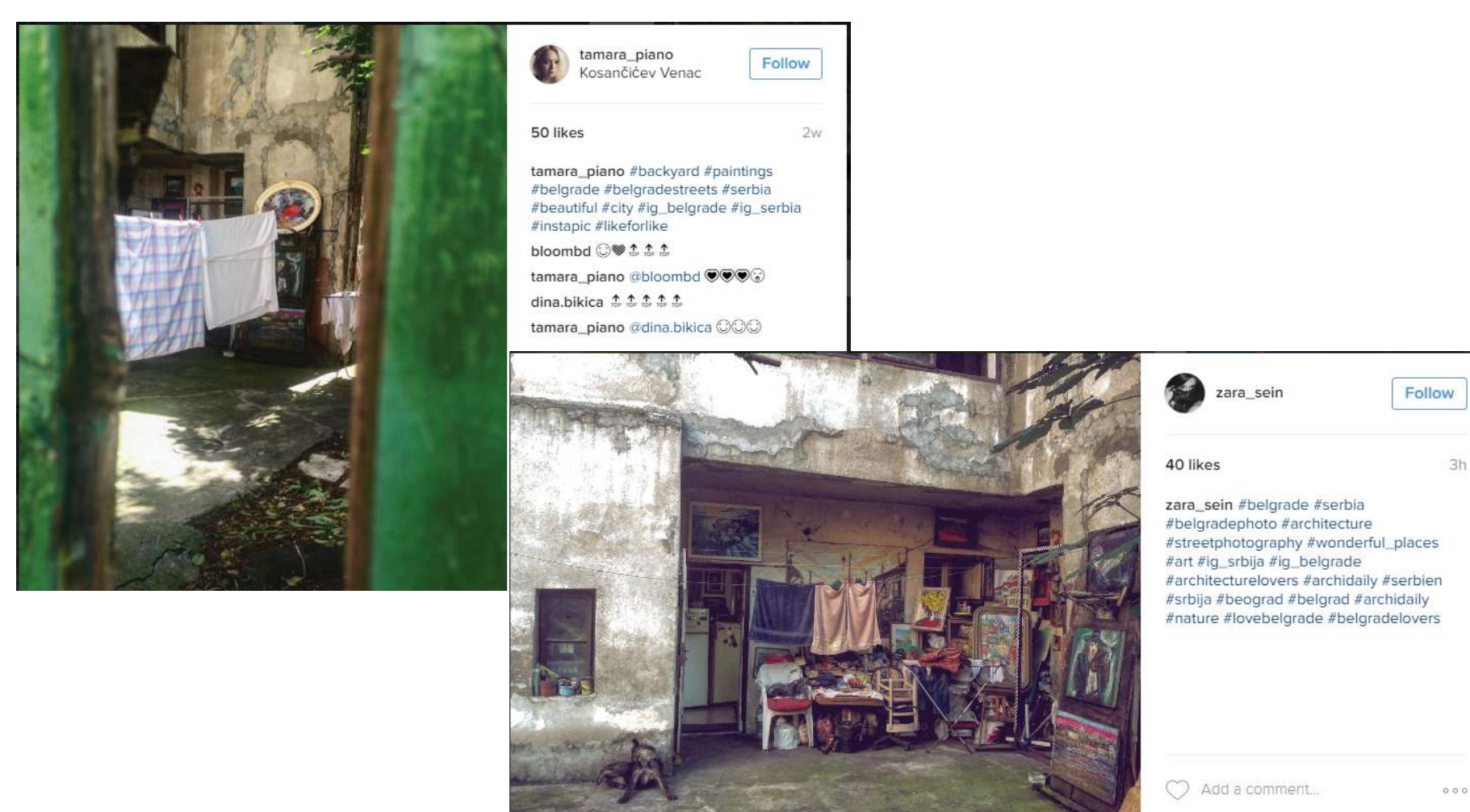


HERITAGE AND ART CULTURE

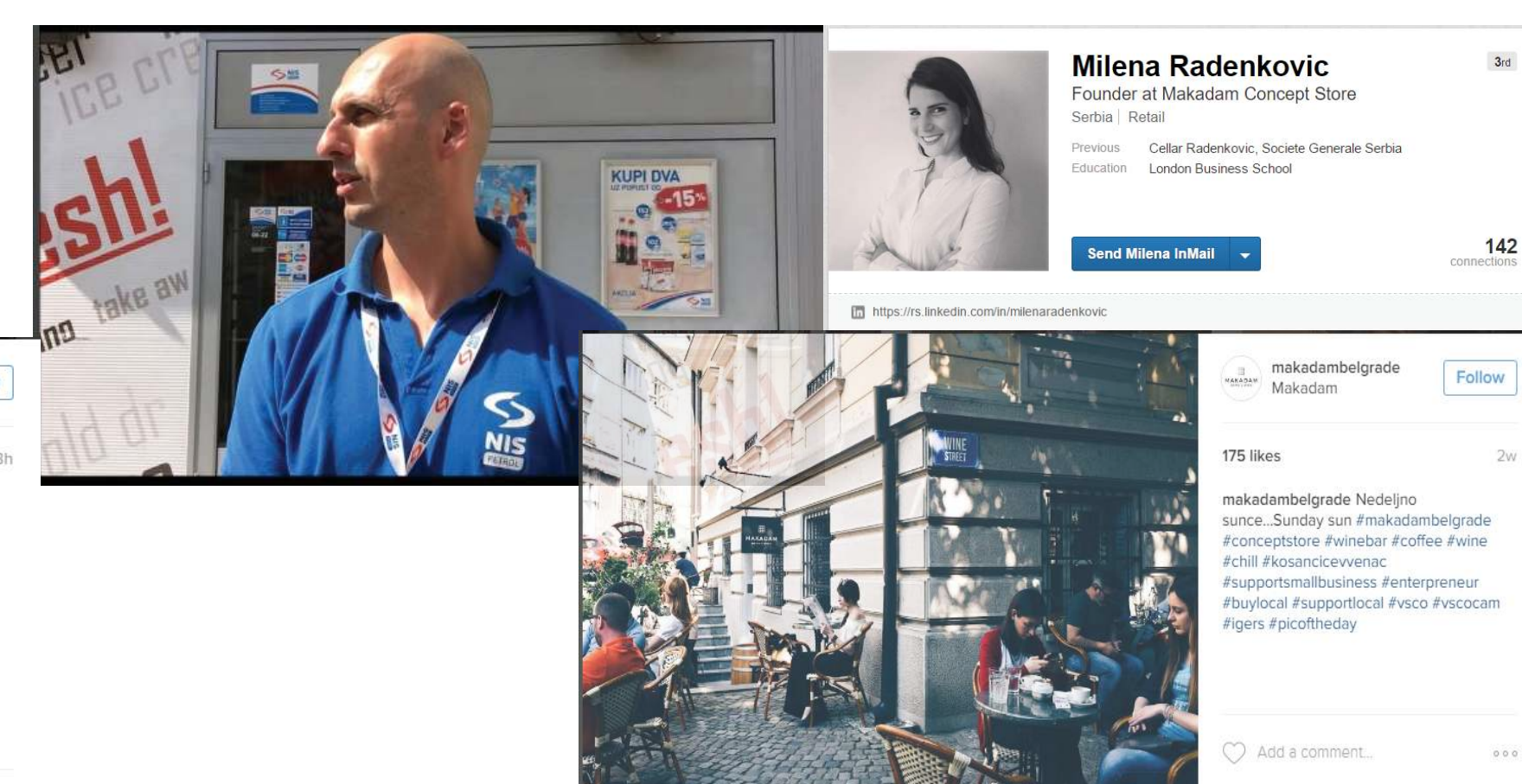


THE NEW ART DISTRICT, FOCUSES IN UNVEILING THE HIDDEN GEMS OF HISTORY AND CULTURE OF KOSANCICEV VENAC TO INSPIRE AND PROVIDE PLATFORMS FOR THE LOCAL ARTISTS TO SHOWCASE THEIR WORK BY COMPOSING A NETWORK OF ACTIVITIES THAT WILL SERVE AND ENGAGE THE COMMUNITY, VISITORS, AND FUTURE INVESTORS. AS WELL AS CONNECTING THE ART DISTRICT TO THE WATERFRONT TO MAKE IT ACCESSIBLE FOR EVERYONE. OUR WAY OF CONNECTING IS TO UPGRADE PATHS AND GIVE IMPORTANCE TO PEDESTRIANS AS THEY DESCENDED THROUGH MAIN STAIRS AND AN ELEVATOR TO THE WATERFRONT. WE THEN MOVE TO THE IDENTITY REVEALING STRATEGY, BY SELECTING SPECIFIC HERITAGE BUILDINGS THAT IDENTIFY THE AREA AS A CULTURAL AND ART QUARTER OF THE CITY. OUR INTERVENTION LOCATIONS ARE SPECIFIC OPPORTUNITY SITES, AND ACTIVITIES THAT COMPLIMENT THE SELECTED BUILDINGS AND PROVIDE A SPACE FOR LOCALS TO EMBRACE AND VISITORS TO ENJOY. CREATIVE HILL WILL BECOME A PLACE FOR LOCAL CREATIVITY, INNOVATION, AND HERITAGE IS EMBRACE BY ITS COMMUNITY AND SHARED WITH THE REST OF BELGRADE. THIS TYPE STRATEGY COULD WORK BY CREATING OTHER DISTRICTS BY IDENTIFYING AND SHOWCASING EACH COMMUNITY'S STRENGTHS IN ORDER TO REVEAL ANOTHER PART OF THE IDENTITY OF BELGRADE.

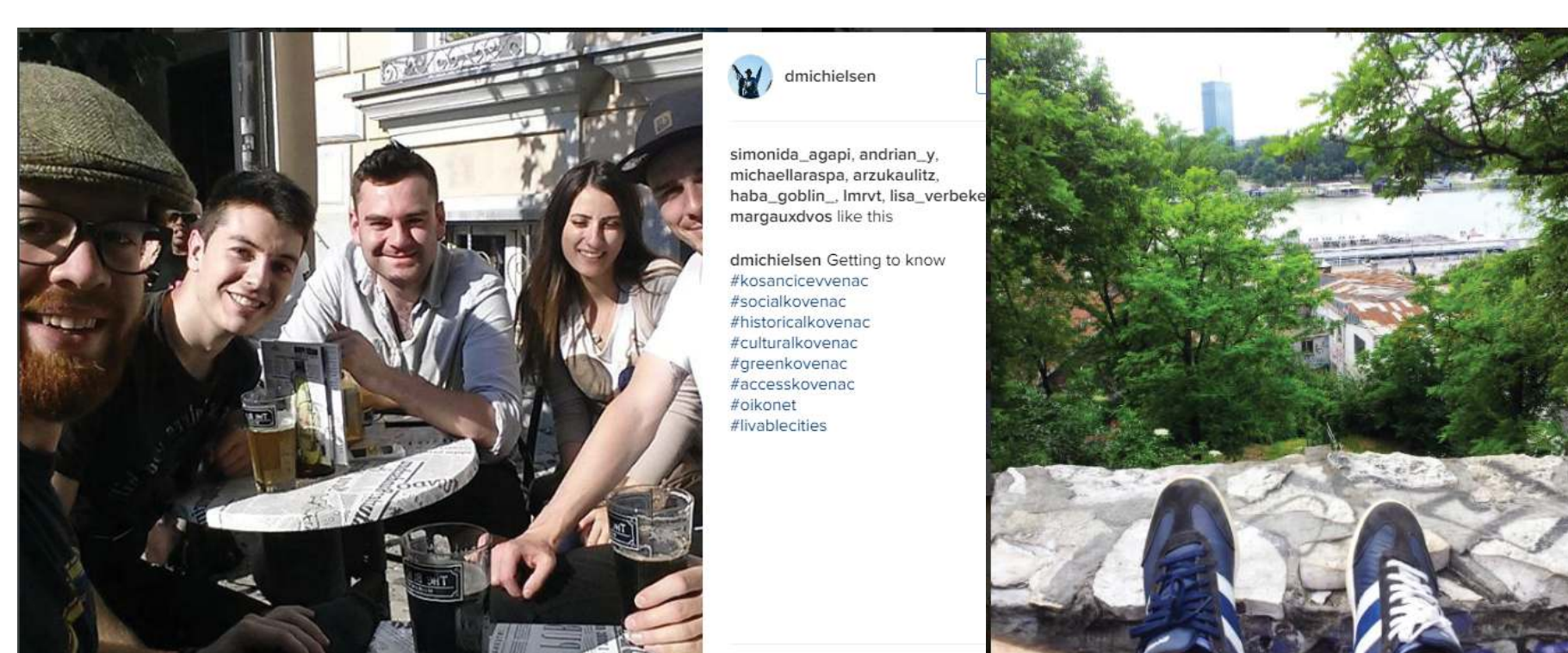
ARTIST ↑



LOCAL BUSINESS ↑



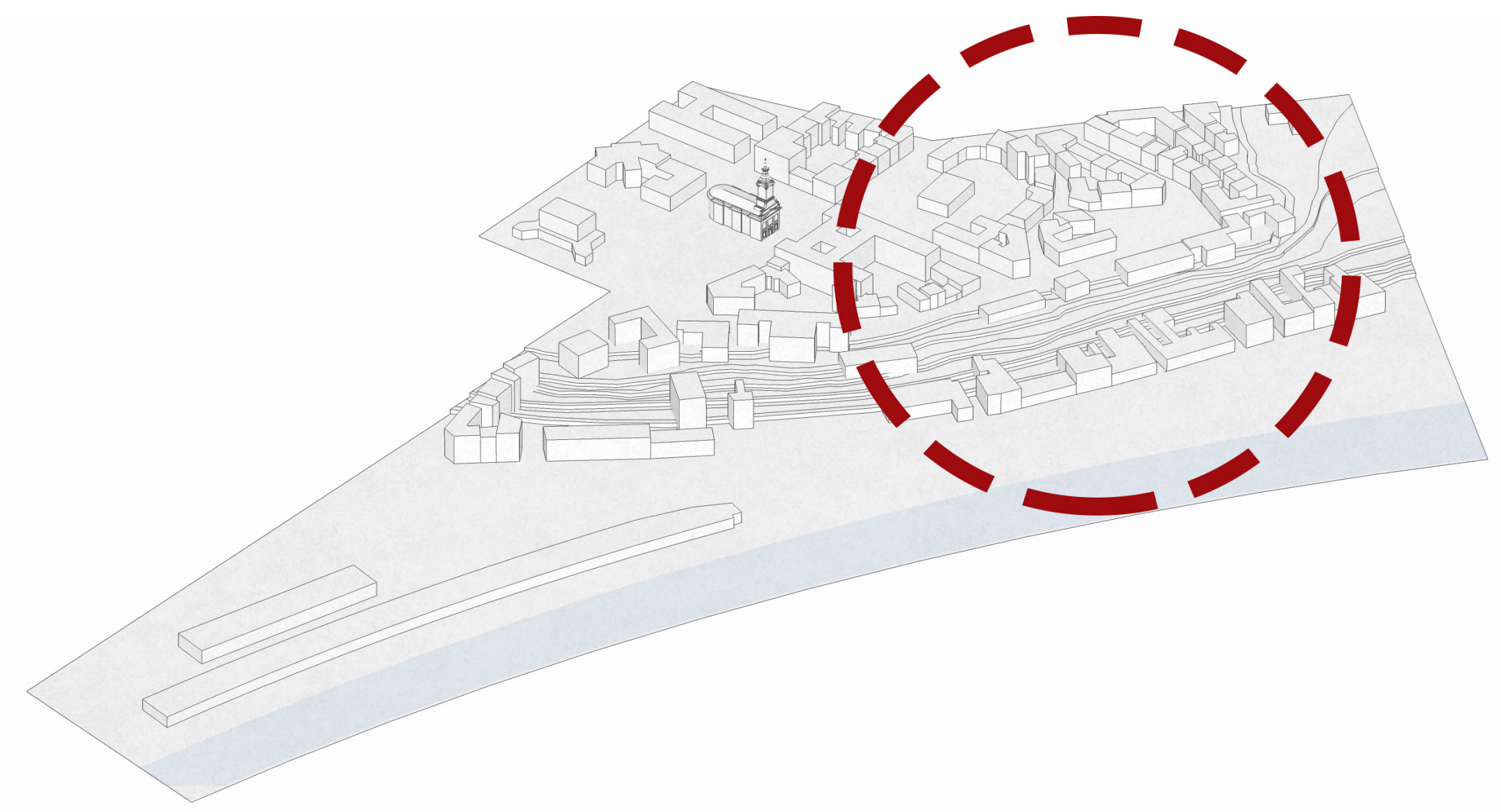
VISITORS 📷



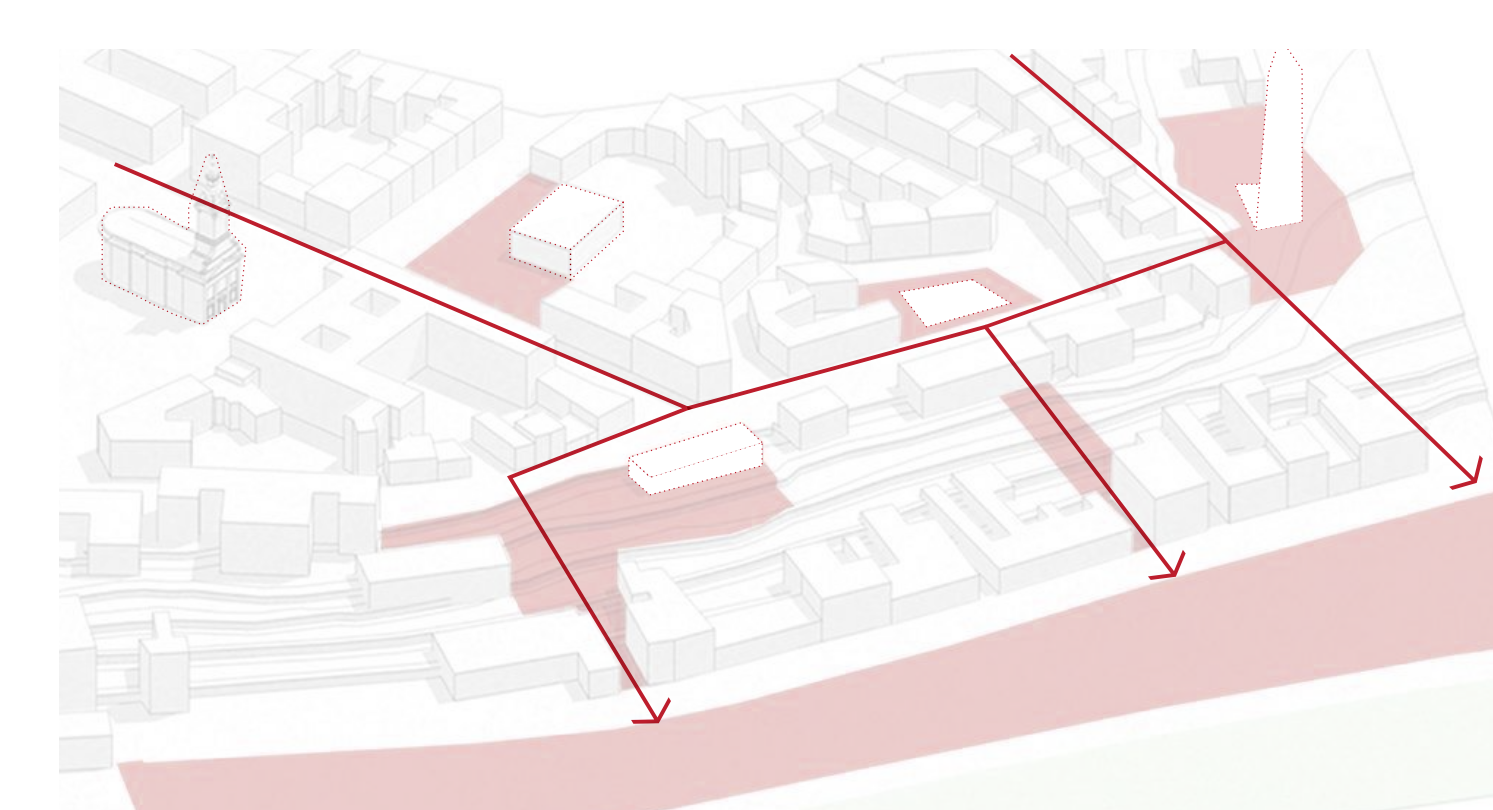
LOCALS ↑



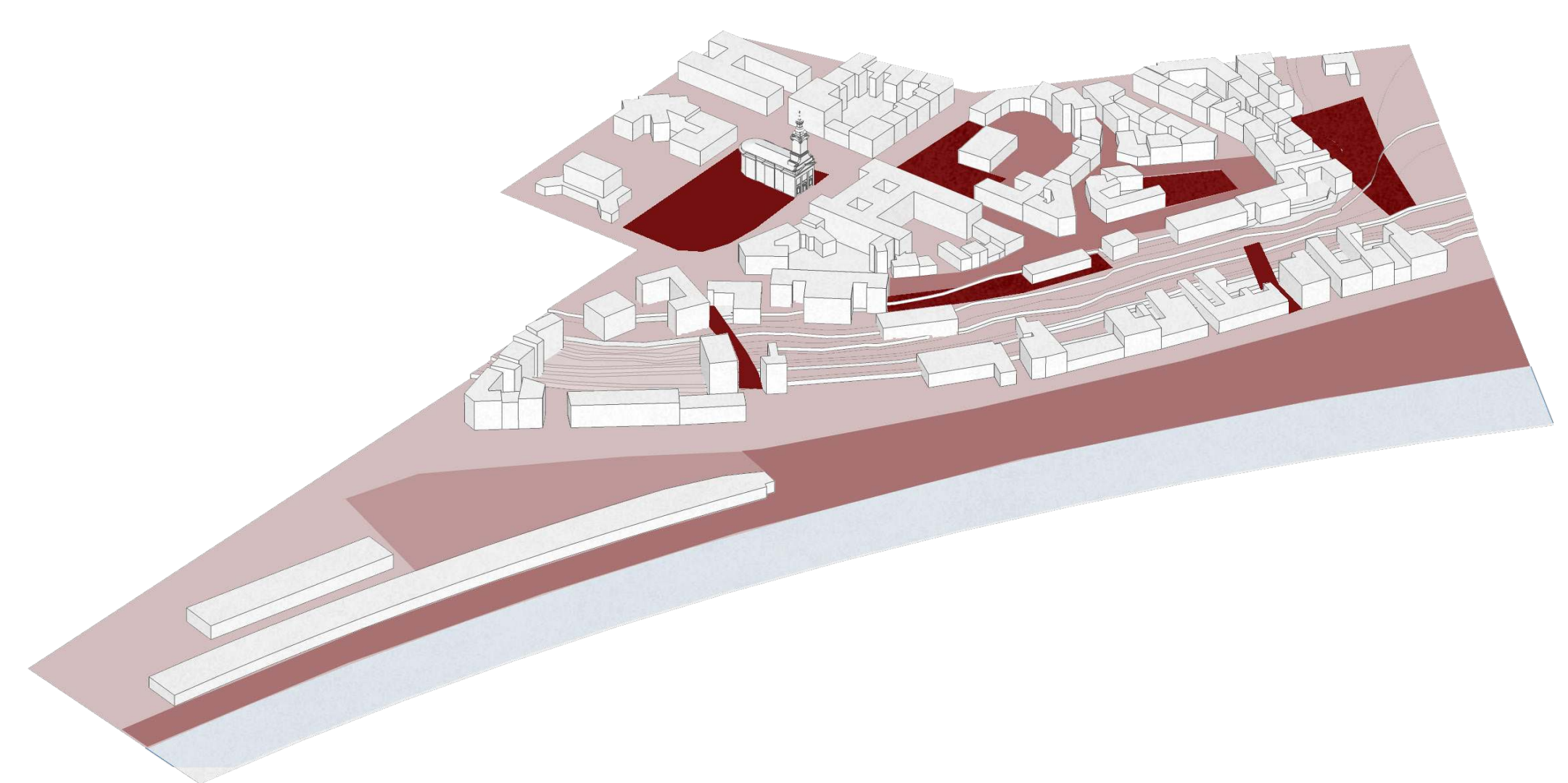
INVESTORS \$
VISITORS 📷
LOCALS W ↑



IDENTIFYING AND PROTECTING THE ARCHITECTURAL HERITAGE AND COMMUNITY OF KOSANCICEV VENAC BY THE CREATION OF A STRATEGIC CULTURAL AND CREATIVE AREA.



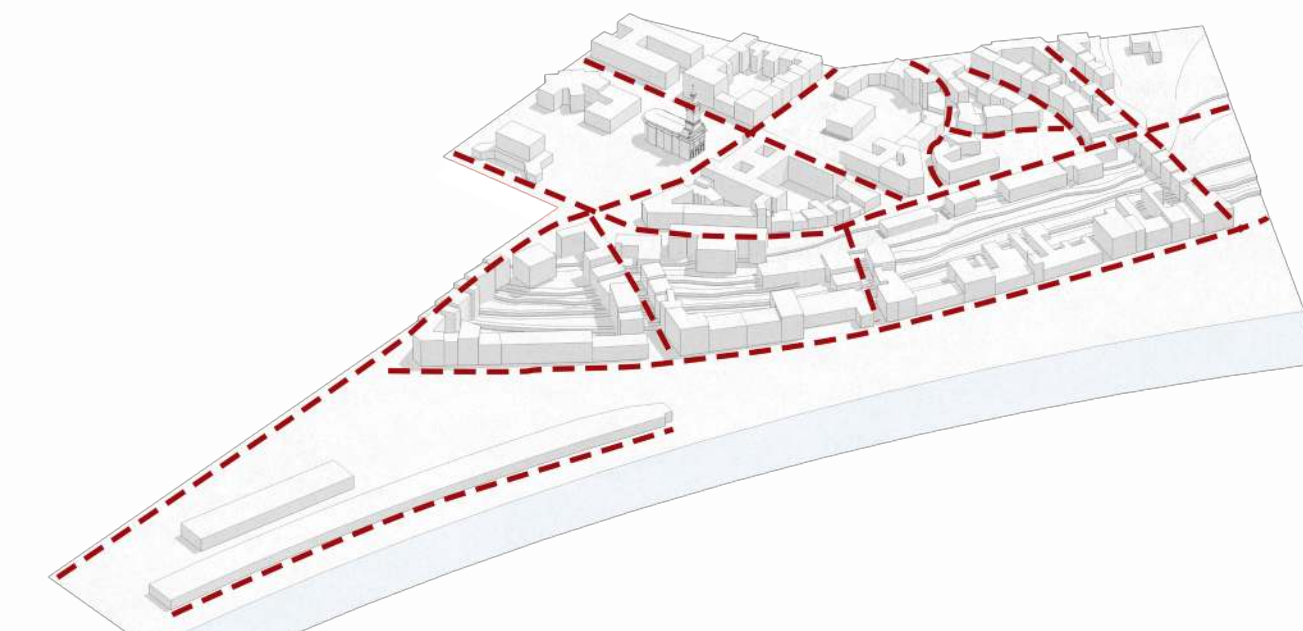
CONNECTIVITY



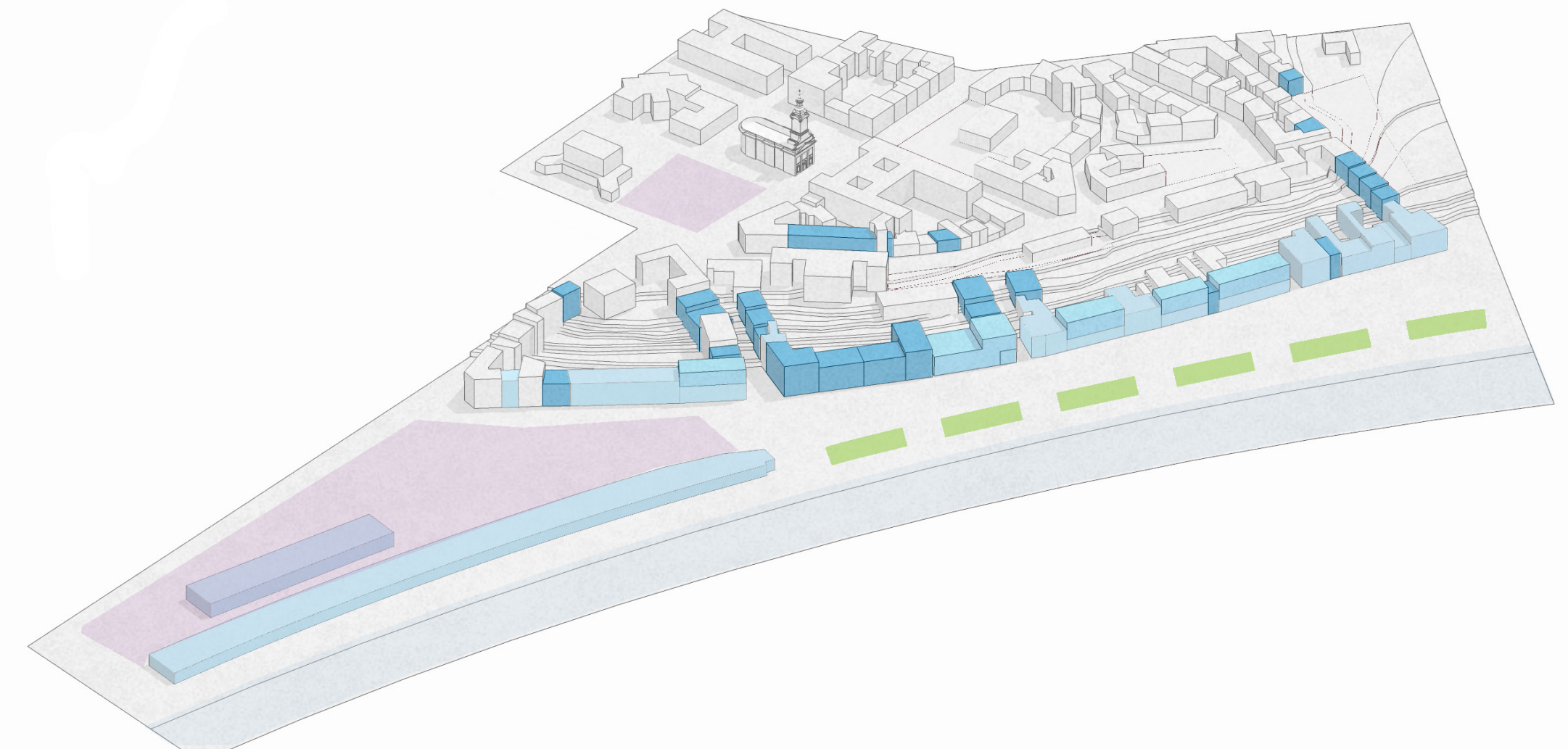
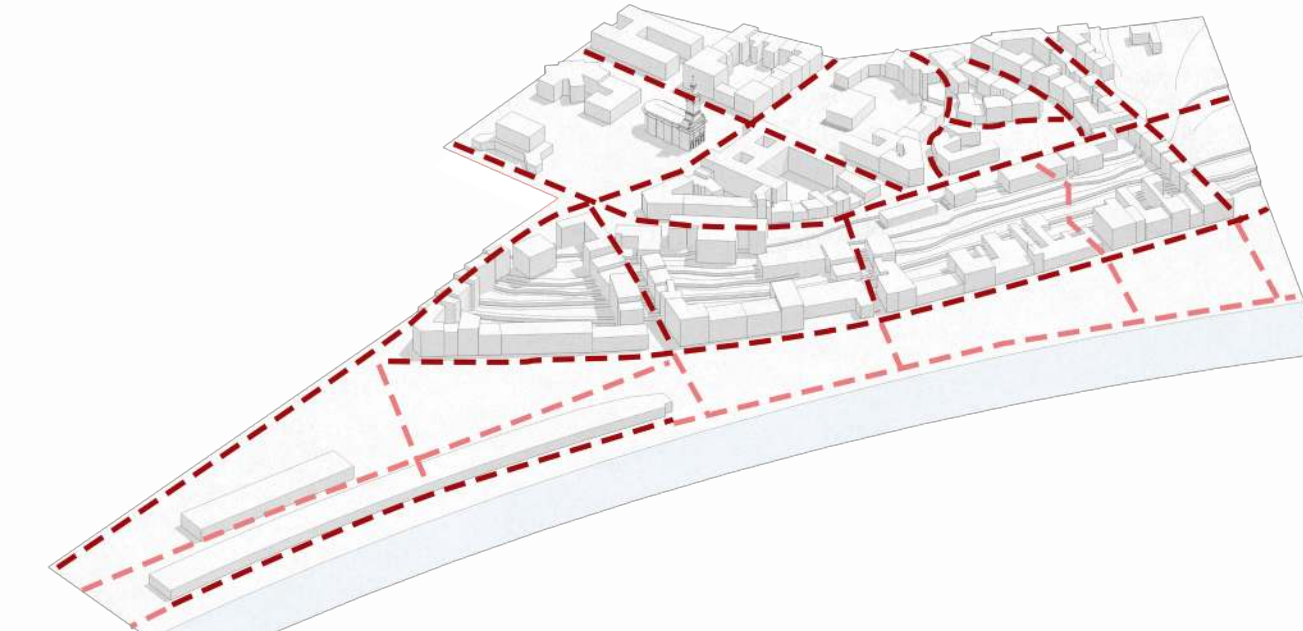
IDENTIFYING AREAS OF IMPORTANCE



IMPROVING EXISTING



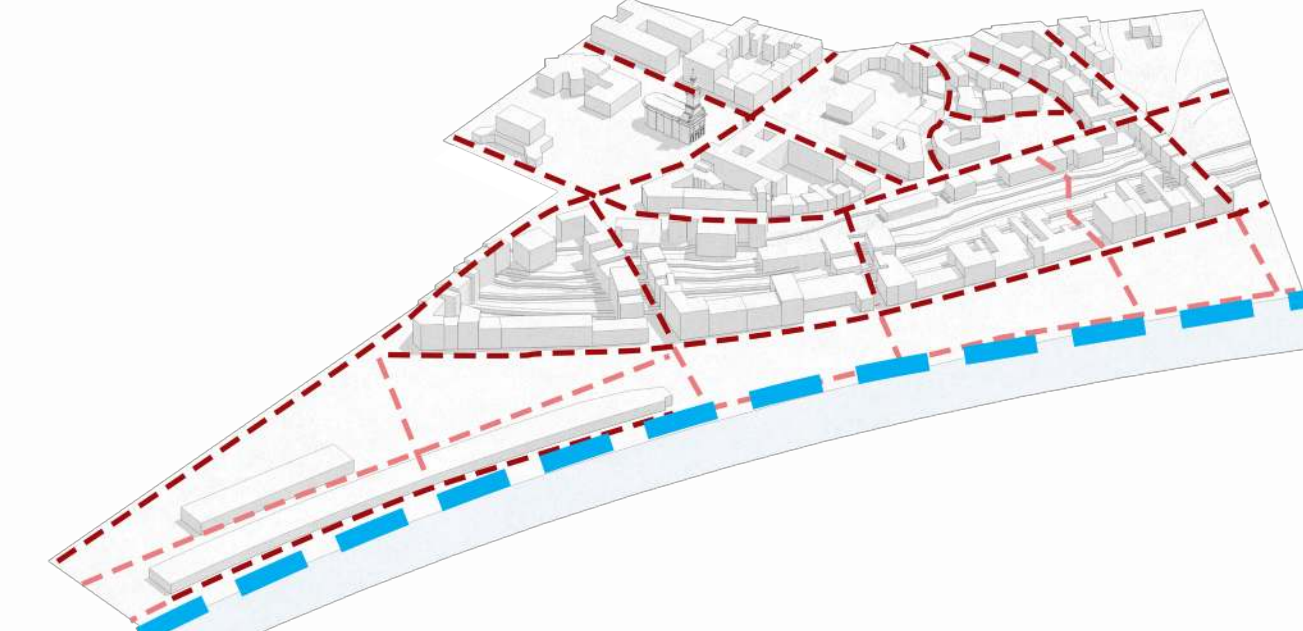
CREATING NEW



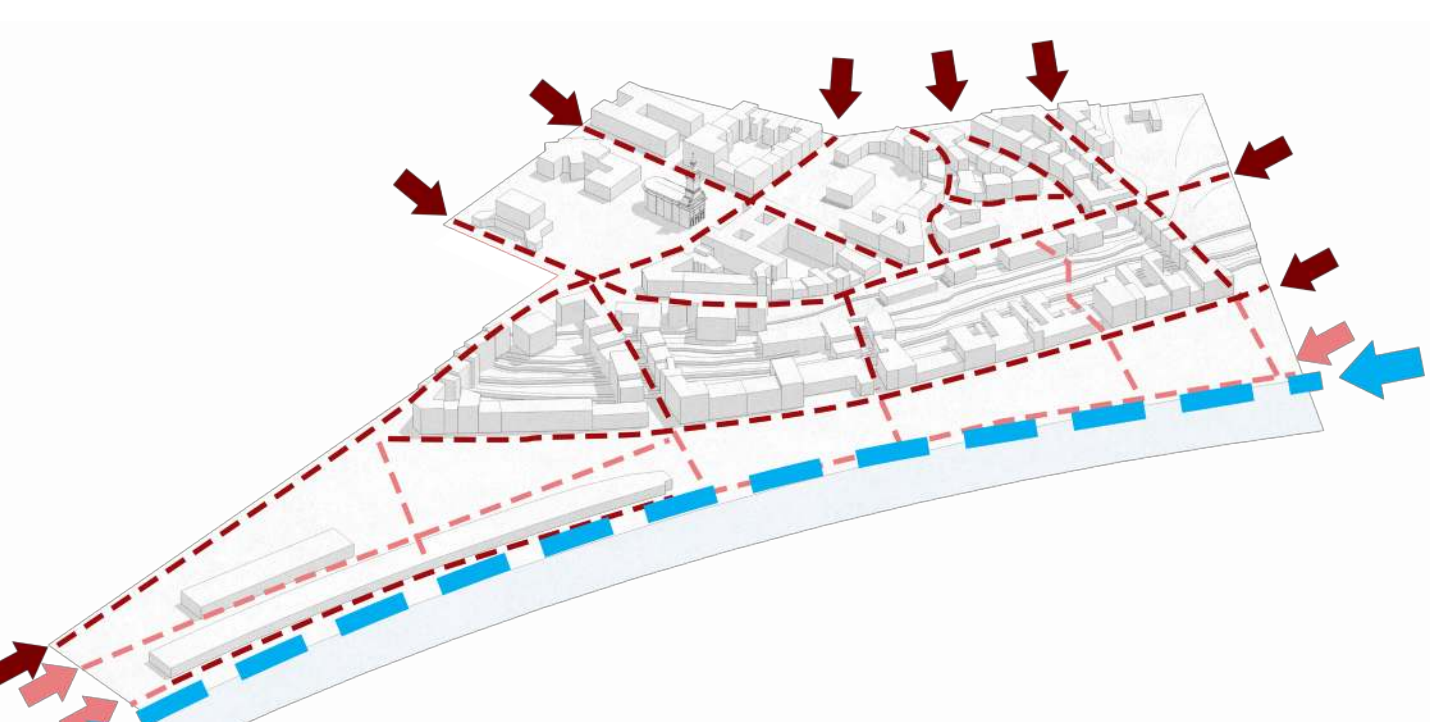
FRAMEWORK AND ZONING

- POTENTIAL FOR INTERVENTION
- BUILDINGS TO BE REVITALIZED
- INVESTOR DEVELOPMENT AREA
- ENHANCE PROMENADE

IMPROVING WATERFRONT



TOGETHER BETTER NETWORK



WE HAVE CHOSEN AREAS WHERE WE INTENDED TO IMPLEMENT OUR STRATEGY THROUGH SMALL INTERVENTIONS. WE IDENTIFIED 6 KEY AREAS: SMALL STAIRS AND OLD INSTITUTE BUILDING, OLD ELEVATOR AND UNDERGROUND WINERY, NATIONAL LIBRARY RUINS, KONAK KNEGINJE LJUBICE COURTYARD, PARK TO NON-ALIGNED COUNTRIES AND WATERFRONT/RIVER BANK. EACH OF THEM PLAYED AN IMPORTANT ROLE IN CREATING THE LOCAL HISTORY AND ART NETWORK.

KREATIVNO BRDO (Creative Hill) #art district

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1. TERRACED PARK GALLERY/VIEWPOINT



2. VERTICAL CONNECTION AND VINE MANUFACTURE/DEGUSTATION



3. OPEN AIR LIBRARY



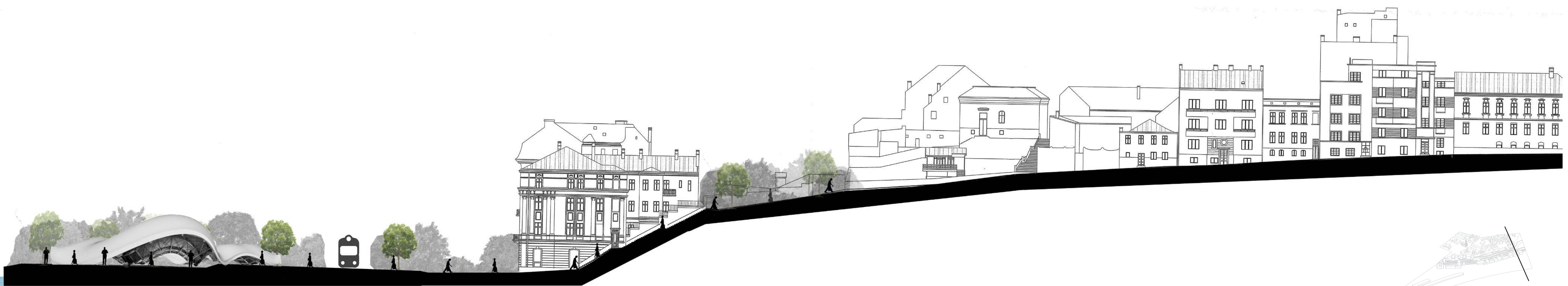
3. OPEN ART GALLERY



5. CONNECTION/GRAFFITI ZONE



6. WATERFRONT PAVILLON GALLERY/PROMENADE



SECTION (STAIRS)

