

**ARISTIC/CREATIVE TOWNS
DRVENGRAD AND ANDRICGRAD
AS
SUSTAINABLE “TOWNS OF CULTURE”**

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THE INFLUENCE OF ART AND CULTURE ON THE ENHANCEMENT OF ARCHITECTURAL AND URBAN SPACE

- The aim of this presentation is to point out the **possibility of existence of cultural continuity** and the **possibility of the accomplishment of social cohesion** by creating of one new **inclusive environment**.
- The thesis is based on the presumption that **theme/aristic/creative towns** are the examples of **harmonization of 1) the “traditionally” conceptualized objects, 2) evocative historical heritage,3) existing cultural or “green” landscape and 4) contemporary architectural forms** which makes them
CREATIVE, AUTHENTIC AND SUSTAINABLE
- The characteristic examples of such practice are represented by the two neighboring towns
DRVENGRAD **ANDRICGRAD**





THE BUILDING OF SAID TOWNS WAS INITIATED BY THE **FAMOUS ARTIST EMIR KUSTURICA**

The focus of the presentation is in the pointing at

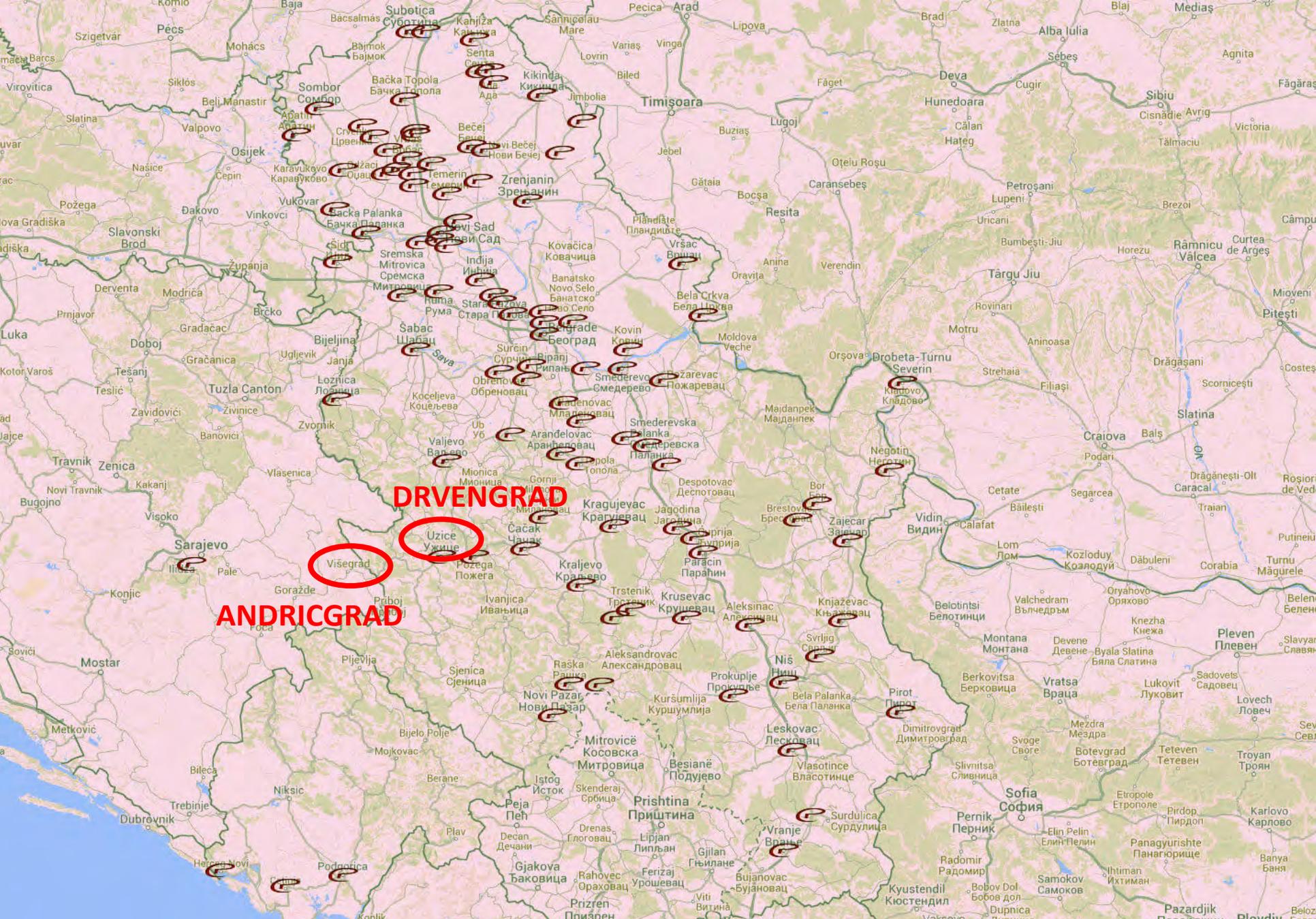
1) ACHIEVED GOALS OF THE CULTURAL TRANSITION

2) EMERGENCE OF NEW, SUSTAINABLE CULTURAL NUCLEUSES

3) VALUE OF AN INDIVIDUAL ARTISTIC VISION IN ENHANCING SPATIAL EFFICIENCY

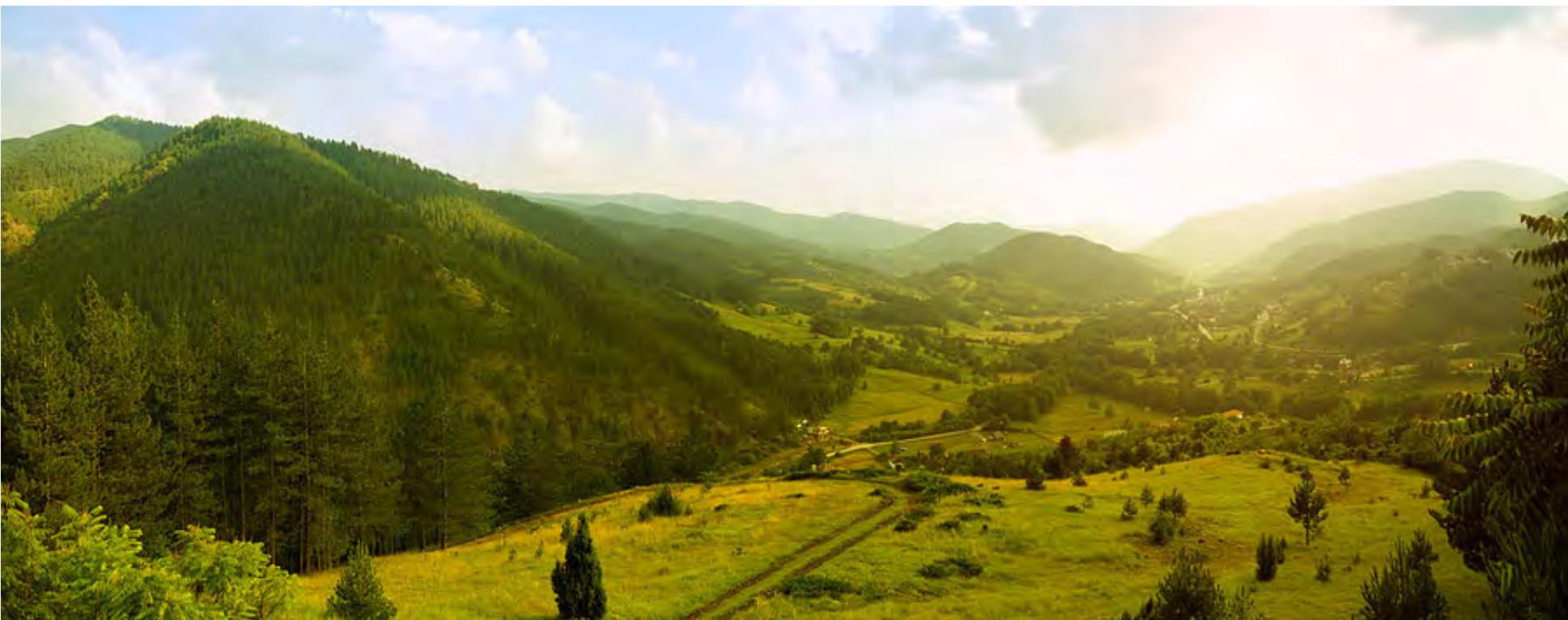
**4) HIGH STANDARDS OF CREATION, DEVELOPMENT AND MAINTENANCE OF THE CULTURE,
THE EDUCATION AND SOME OTHER FACILITIES**

5) HARMONIZATION OF THE NATURAL AND URBAN ENVIRONMENT



LOCATION

**THE IMMEDIATE SURROUNDINGS
REPRESENT AN ADDITIONAL AESTHETIC**



NATURE.....MOKRA GORA / DRVENGRAD



NATURE.....MOKRA GORA / DRVENGRAD



NATURE.....MOKRA GORA / DRVENGRAD



CULTURE / HISTORY.....VIŠEGRAD / ANDRIĆGRAD



CULTURE / HISTORY.....VIŠEGRAD / ANDRIĆGRAD



CULTURE / HISTORY.....VIŠEGRAD / ANDRIĆGRAD

A FORM OF “THEME TOWNS”

**AN ASSEMBLANCE OR JUXTAPOSITION OF
VARIOUS ARCHITECTURAL STYLES AND
ACTIVITIES**

ARE CULTURAL PLACES AND PLACES OF COMMERCIAL ACTIVITIES

PLURALISM OF CONCEPTS AND MODELS

CONTEXTUALISM

REGIONALISM

HISTORICISM

PURSUIT OF URBANITY

ANTI-UNIVERSALITY

PLURALITY

COLLAGE

REFLECTION

PICTURE PRESENTATION

DÉCOR

STAGE SETTING

SUPERFICIALITY

EPHEMERALITY

POPULISM

APOLITICISM

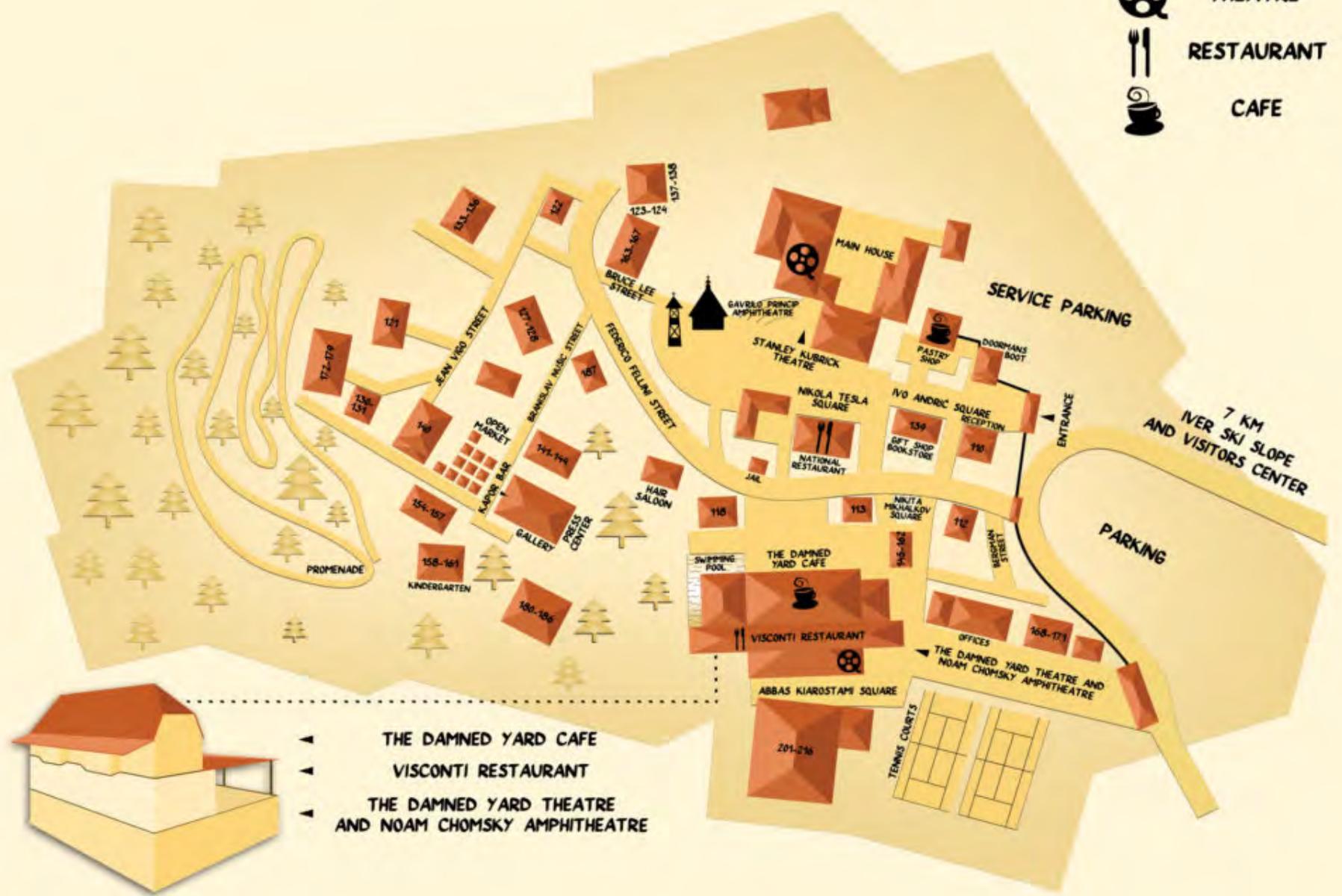
COMMERCIALITY

IRONY

AND MANY OTHERS

DRVENGRAD

-  THEATRE
-  RESTAURANT
-  CAFE



- ▲ THE DAMNED YARD CAFE
- ▲ VISCONTI RESTAURANT
- ▲ THE DAMNED YARD THEATRE AND NOAM CHOMSKY AMPHITHEATRE

DRVENGRAD



OPEN AMPHITHEATER „GAVRILO PRINCIP“



CINEMA „STANLEY KUBRICK“



AMPHITHEATER „NOAM CHOMSKY“



FESTIVAL HALL

CONGRESS CENTER / AMPHITHEATERS / DRVENGRAD



KAPOR BAR



PASTRY SHOP „ĆORKAN“



CAFETERIA „KONAK“



NATIONAL RESTAURANT „LOTIKA“

RESTAURANTS / DRVENGRAD



HANDICRAFT MARKET / DRVENGRAD



LODGING/ DRVENGRAD



RECREATION / TRIM TRAIL / DRVENGRAD



RECREATION / SKI RESORT „IVER“ / DRVENGRAD



TENNIS COURTS/ DRVENGRAD

ANDRIĆGRAD

Objekti koji su završeni ili u završnim fazama gradnje:

1. Glavna kapija
2. Korzo (otvorena knjižara i Galerija 5.10.2012.)
3. Pozorište
4. Bioskop (otvorena velika sala 5.10.2012.)
5. Andrićev institut
6. Akademija umjetnosti
7. & 8. Hosteli
9. Trg Nikole Tesle (postavljen spomenik Ivi Andriću 28.6.2012.)
10. Gradska kafana (otvorena 28.6.2012.)
11. Gradska kuća (otvorena 5.10.2012.)
12. Zgrada HE Višegrad

Objekti čija gradnja još nije započeta:

13. Vizantijski dvor
14. Karavan saraj
15. Muzej
16. Konzulat
17. Hotel
18. Gradska pijaca
19. Crkva



Višegrad

Andrićgrad, oktobar 2012.

ANDRIĆGRAD



THE ANDRIĆ INSTITUTE / ANDRIĆGRAD



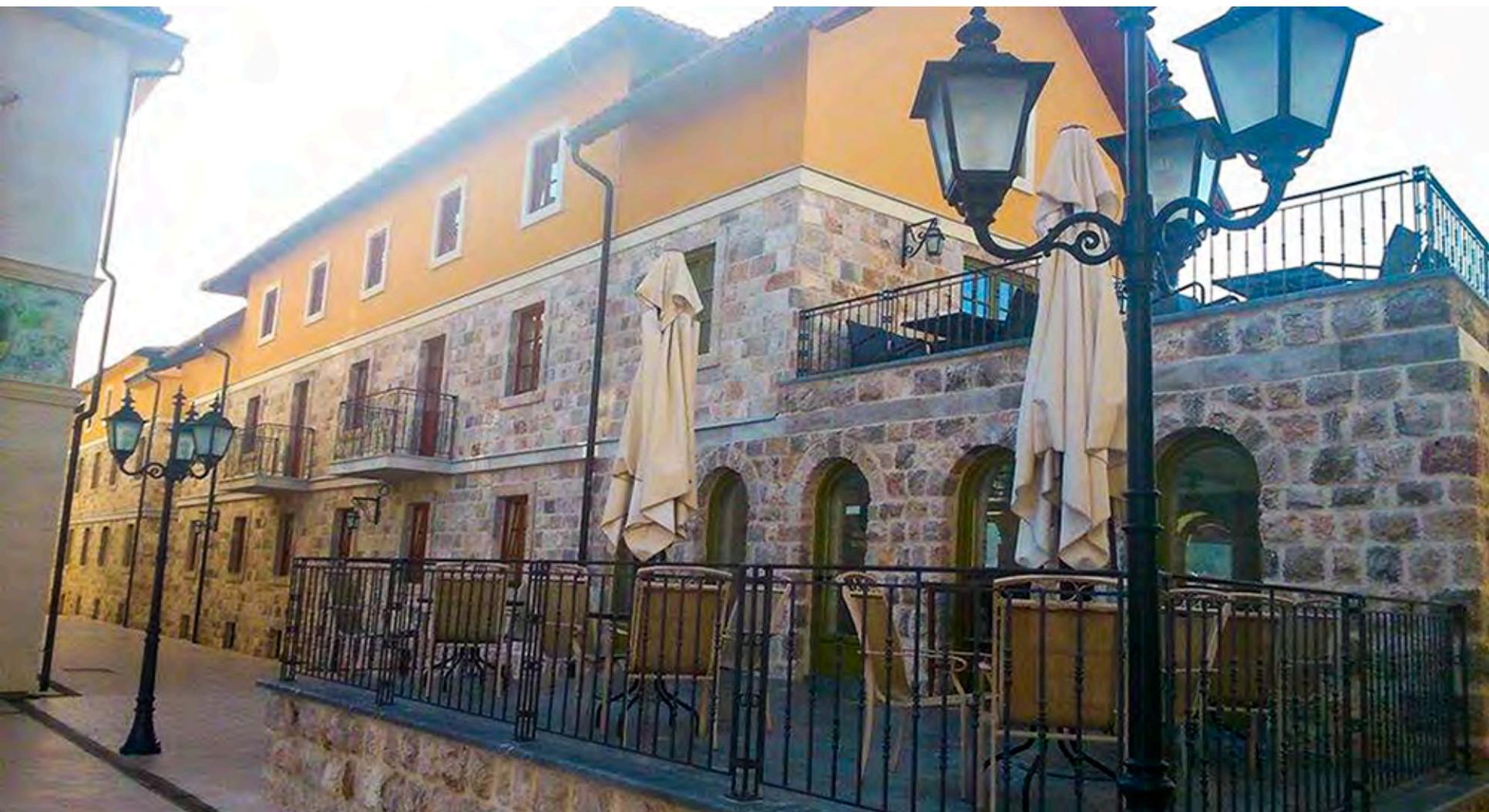
RESTAURANTS / RESTAURANT "ZLATNA MORUNA" / ANDRIĆGRAD



RESTAURANTS / PASTRY SHOP "SECESIJA" / ANDRIĆGRAD



RESTAURANTS / PUB "KOD ŠVEJKA" / ANDRIĆGRAD



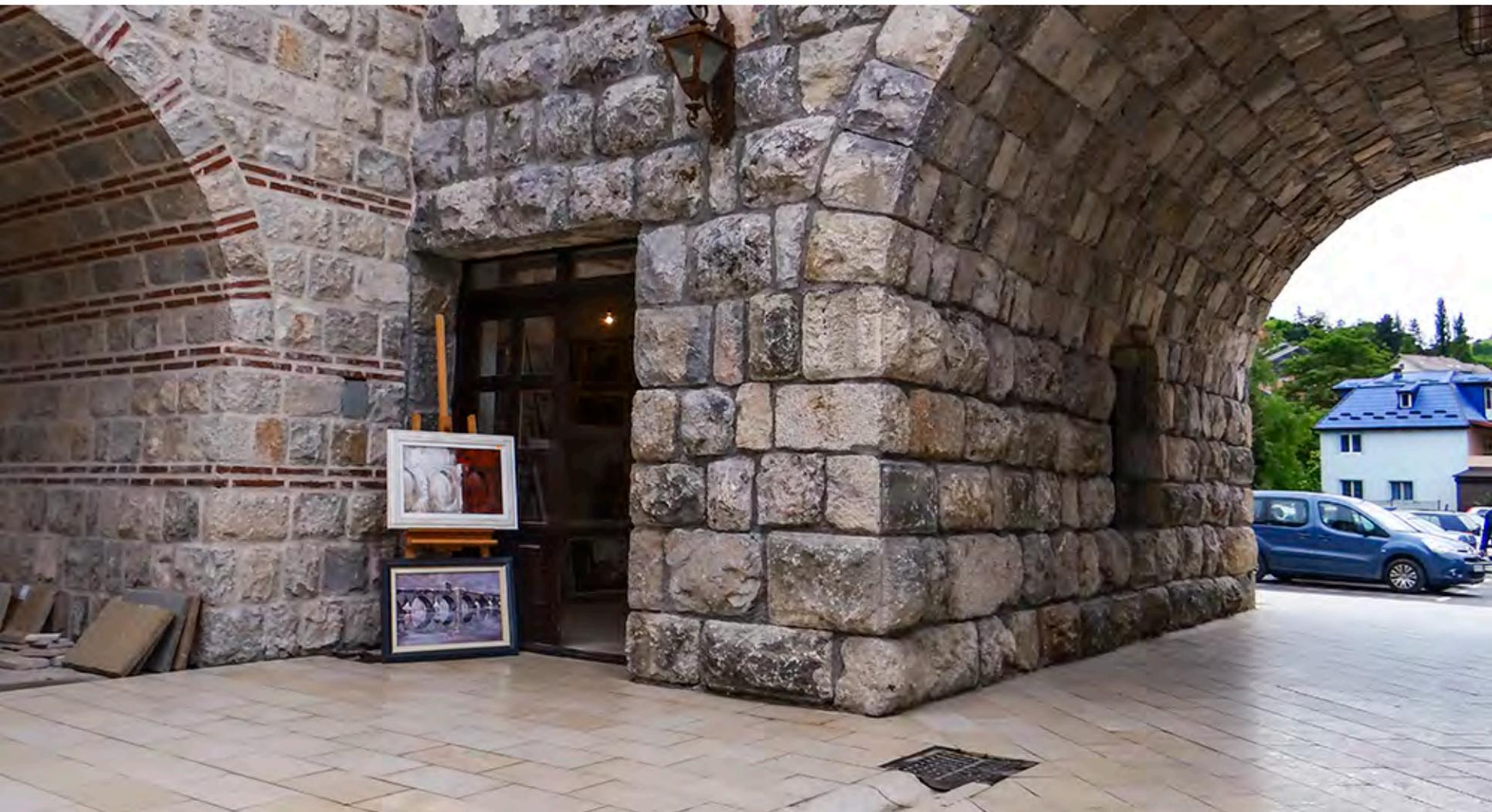
ACCOMMODATION / ANDRIĆGRAD



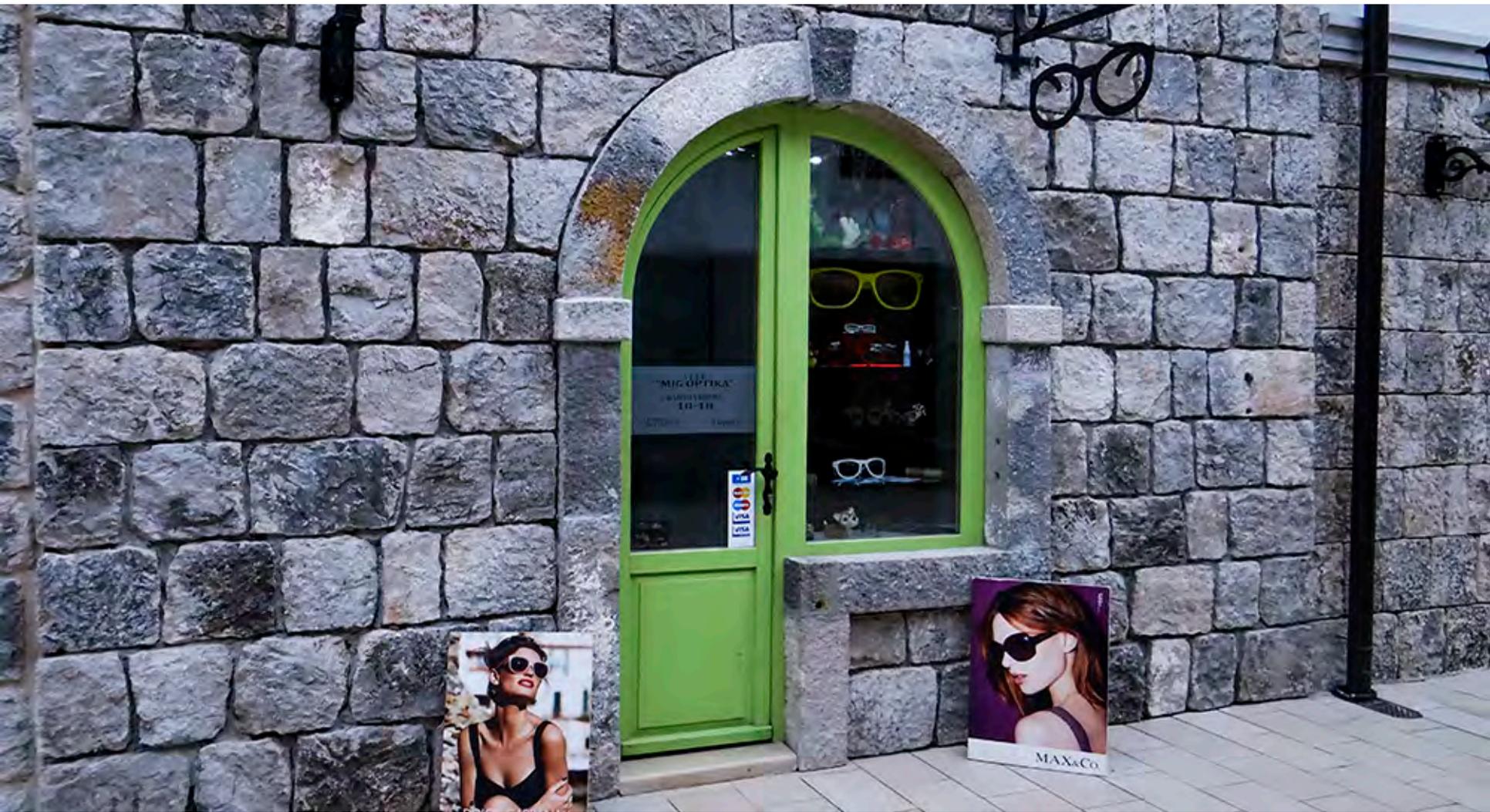
BOOK SHOP "ILI-ILI" / ANDRIĆGRAD



GIFT SHOP/ ANDRIĆGRAD



GALLERY/ ANDRIĆGRAD



SHOPS/ ANDRIĆGRAD



MULTIPLEX "DOLLY BELL" / ANDRIĆGRAD



ADMINISTRATIVE BUILDING OF THE HYDROELECTRIC PLANTS ON DRINA / ANDRIĆGRAD

THE “GREEN” SPACE
AND
CULTURAL SCENERY

AUTHENTIC EVOCATIVE AMBIENCE

DOMINATED BY

THE CONCEPT OF TRADITION

SIMULACRUMS OF HISTORY



They are “an alternative world” which is organized as **A FORM OF FILM SCENES.**

WHETHER THOSE SPACES ARE ACTUALLY
SIMULACRUMS OF HISTORY

OR

AN ISSUE OF AUTHENTIC SPACES WHERE THE HISTORIC HERITAGE REPRESENTS THE FRAME
FOR THE PRODUCTION OF EVENTS

WHICH ARE CORRELATED WITH

CULTURE AND ART

THEY ARE

**THE ONES THAT REVIVE HISTORIC HERITAGE
IN AN EVOCATIVE MANNER**

AND THUS

**BECOME NEW NUCLEUSES OF CULTURE,
BUILDING
A COHERENT WHOLE WITH THE IMMEDIATE
GREEN AND URBAN SCENERY**



The key point is that they also offer experiential possibilities offering
AN EXPERIENCE AND NOT AN EVENT.



ENHANCING SPATIAL SUSTAINABILITY



THEY CONTINUALLY BUILD A NEW NARRATIVE,
PRESERVING THUSLY BOTH SOCIAL AND SPATIAL COHESION.

CONTINUOUS CHANGE AND DEVELOPMENT
INNOVATION
NEW NARRATIVE



UTILITY AND SELF-SUFFICIENCY

VARIETY OF CONTENTS -

SPACE ALIVE DURING ALL SEASONS



ACTIVE ENGAGEMENT



ARTISTIC FORMS

ARTICULATE

COHERENT AND MULTY-LAYER MESSAGES
WHICH HAVE THEIR OWN CONTINUITY



AUTHENTIC

ARCHITECTURE, PUBLIC SPACES, MUSIC, DETAILS, SYMBOLS AND ARCHETYPES



JUXTAPOSITION BETWEEN THE CONTENT AND ARTEFACTS



INCORPORATED “COMPLEXITY”

**WITHIN THE BUILDINGS
NOT ONLY IN THE FORM OF SCENES BUT
IN THE FORM OF URBAN AND CULTURAL CONTEXTS**

DRVENGRAD AND ANDRICGRAD THEREFORE

**BECOME THE NUCLEUSES OF LITERARY,
ARTISTIC ARCHITECTURAL AS WELL AS FILM
CULTURE**

**THE PARTICIPATION OF ARTISTS
REPRESENTS
THE IMPLEMENTATION OF CREATIVITY
AND
A DIFFERENT APPROACH TO THE ENVIRONMENT
IN THE PROCESS OF PROJECTING OR DESIGNING.**



A LITERARY AWARD "IVO ANDRIC" / BOOK FAIR / DRVENGRAD



MONICA BELLUCCI



JOHNNY DEPP

ANNUAL INTERNATIONAL FILM FESTIVAL FOR YOUNG FILM MAKERS / DRVENGRAD

CULTURAL TRANSITION

VALUE OF AN INDIVIDUAL ARTISTIC VISION
THAT IS IN HARMONY WITH THE
HIGH STANDARDS OF CREATION, DEVELOPMENT AND MAINTENANCE OF THE CULTURE, THE
EDUCATION AND SOME OTHER FACILITIES
AND
THE HARMONIZATION WITH THE NATURAL AND URBAN ENVIRONMENT.

THESE EXEMPLES OF THEME TOWNS BRING ABOUT

**THE TRANSITIONS FROM THE STATIC EXHIBITION DESIGN
TO
THE MOST COMPLEX ELEMENT CONTENTS OF CONTEMPORARY CITIES**

WHICH ARE

**IMPORTANT NOT ONLY FOR THE LOCAL REGION,
BUT ALSO FOR THE TWO NEIGHBORING COUNTRIES,
AS WELL AS THE WHOLE REGION OF THE SOUTHEAST EUROPE.**

THESE NUCLEUSES OF
CULTURE AND EDUCATION
ENHANCE

- 1) RELATIONS WITHIN A MICRO COMMUNITY
- 2) THE VERY LOCATION



**NEW “ENHANCED” CULTURAL IDENTITIES
NOT A SINGLE, “INSTANT” IDENTITY!**

IMPERATIVE OF
**CREATING DIFFERENT REALITY
AND NEW IDENTITY**

**CULTURE AND ART ARE PROMOTED IN AN
INNOVATIVE MANNER**

WHICH MAKES THEM

CREATIVE, AUTHENTIC AND SUSTAINABLE



BRUSSELS' FOUNDATION FOR ARCHITECTURE

PROCLAIMED

**DRVENGRAD /KUSTENDORF THE BEST
ARCHITECTURAL SOLUTION IN 2012**

CREATIVE TOWNS

**A POTENTIAL OF REPRESENTING THE VERY
COUNTRY AND THE REGION**

WHERE THEY ARE LOCATED,

OVERCOMING THUS THE LOCAL LIMITS

THEY UNDENIABLY

**INFLUENCE THE ECONOMIC GROWTH OF THEIR
SURROUNDINGS**