



Konferencija kreativnih industrija Niš

KRENI.ORG



# FINAL REPORT

#KreNI3 - conference of creative industries

*In Nis, December 6, 2017*

KreNi conference is the **first and most influential creativity festival** in southeastern Serbia gathering innovative creative professionals and experts from all over the world. KreNI conference is about **creativity of young people** and their engagement in society. It is empowering young people and including them in **mapping and solving some problems** in their surroundings. Potential of creative industries in Nis is presented in order to raise awareness about the role that this part of Serbia can have **in the global development of creative industries** using the experience of foreign experts.

---

## CONFERENCE REPORT

The goal of KreNI conference is to empower young people and include them in the mapping of some problems in the society, and finding the solution for those problems. The idea was not only to present creative industries as a tool which young people can use in order to solve social problems but also to show them the potential of these industries as growth, democratic participation and self-employment generators in Serbia. The potential of creative industries in Nis was presented in order to raise awareness about the role that this part of Serbia can have in the global development of creative industries using the experience of 6 countries (Netherlands, USA, Austria, France, Italy, Slovenia and Serbia).

KreNI conference took place from the 30th November to 4th December in Nis, with the participation of 70 young people, 20 speakers, 5 mentors, support of 5 embassies in Serbia, 3 foundations, 7 socially responsible companies and 4 city municipalities.



We announced the call for all creative young people in Nis who have some experience in some of the fields of creative industries (design, architecture, IT, advertising, management in creative industries and multimedia) in Nis. On the 25th of November 70 participants of the conference were chosen (approximately 10 to 15 young people per field).

On November 30, 70 young people met their lecturers and after the master classes began their first workshops. The working atmosphere continued in the morning on December 1.



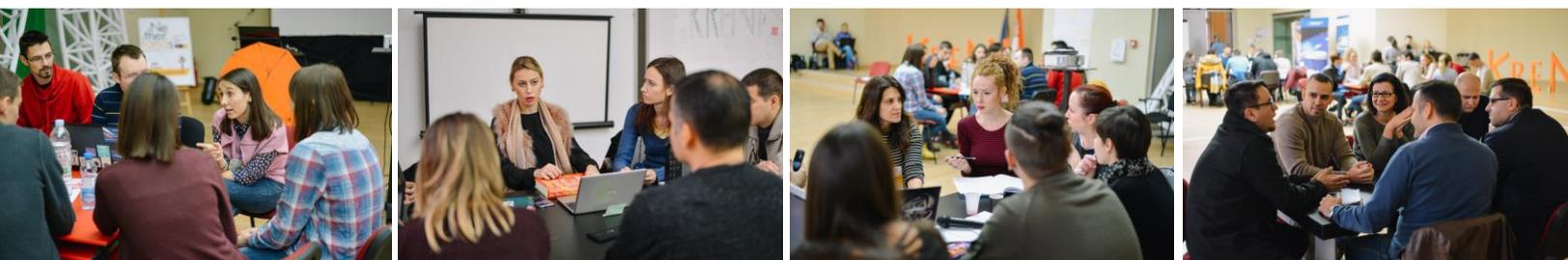
Experts who worked with them were Milan Janic from Paris in the field of advertising, Remko Van de Kraats from Eindhoven in the field of design, Jerry Holsopple from Virginia in the field of multimedia, Nikola Teofilovic and Denis Ristic from Belgrade in the field of IT, Ivan Redi from Graz in the field of management in creative industries, Fabrizio Leoni from Milan in the field of architecture and Tadej Slapnik from Slovenia in the field of blockchain.



The mission of the lecturer was to empower them to create innovative solutions for the problems they see in their surrounding.

After the workshops, the participants received a task from speakers that they solved and presented on the third day.

Teams were formed and met representatives of the municipality where they would realize their idea. Together they found problems in the municipality that want to solve and on the fourth day worked with mentors who helped them come from the problem to the realization and prepare for the presentation. Mentors who worked with them were Maja Lalic, Creative Director of Mixer house in Sarajevo, Tatjana Nikolic from Creative Mentorship, Snezana Andric and Branko Krsmanovic from Young Ambassadors.

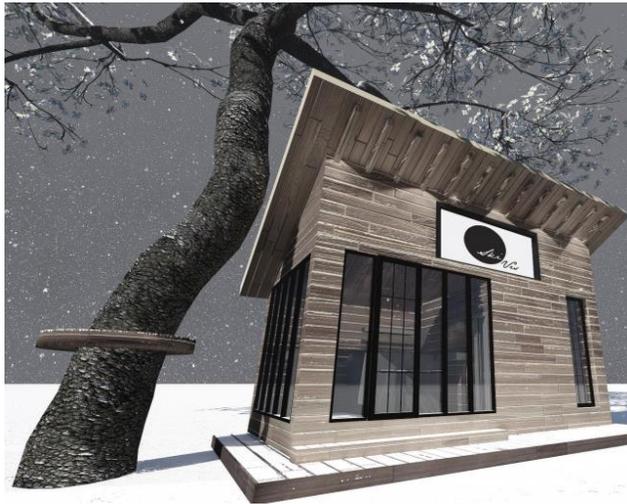


Ideas that were developed during the conference:

---

### 1) TEAM "SKI VIS" FROM MUNICIPALITY PANTELEJ

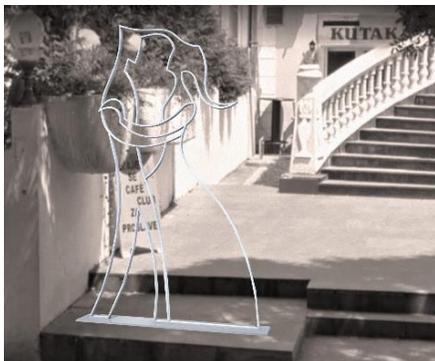
Breeding Ski Resort on Kamenicki Vis and its promotion to the youngest in Nis. Designing a new use of a deserted building at Kamenicki vis which is used as a warehouse. As the municipality has plans to renovate this facility, the team has designed it to serve as a place to buy hot drinks and rent baby sleds. Promotional campaigns would encourage people to visit Vis during winter, they would be aware of having a place in the nature that they can enjoy throughout the year.



---

### 2) TEAM "LOVE PATH" FROM MUNICIPALITY MEDIJANA

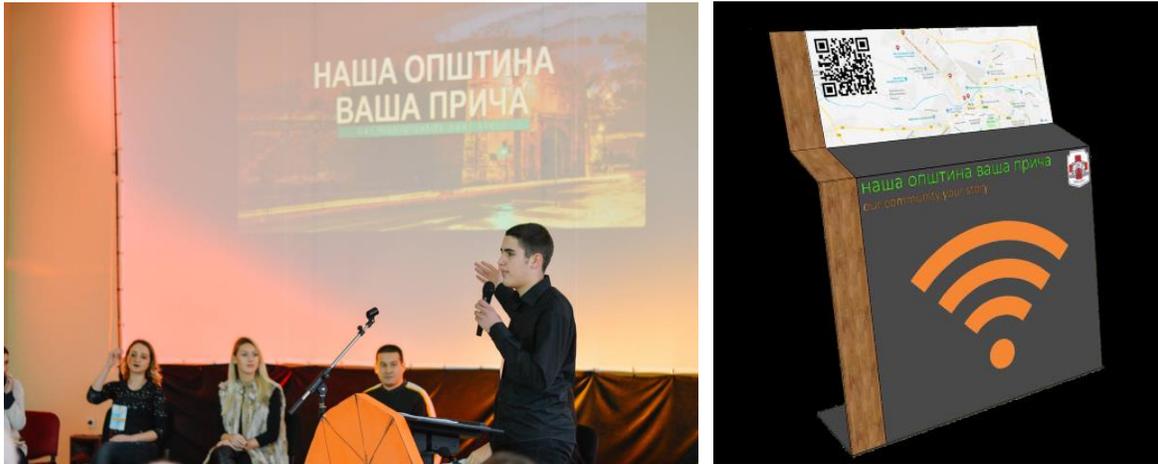
The team developed a conceptual arrangement for the space from the Wedding House to the Cathedral Church, unique in Serbia, in order to make interesting bride's way from the civic to the church wedding. The path between these two locations would start with a sculpture where the newlyweds will be able to immortalize their love, follow the painted footprints on the sidewalks, enter the park through the gates of love and sit on the bench for lovers.



---

### 3) TEAM "OUR MUNICIPALITY - YOUR STORY" WITH MUNICIPALITY CRVENI KRST

The team designed new way of promotion touristic potential of Nis to the tourists as well as to the people living in Nis, using technology. They have created interactive maps for the important locations (the Fortress, camp Red Cross and the airport) where tourists will get all the information about these locations and get to know their significance for our city.



---

### 4) TEAM "YESTERDAY, TODAY, BUBANJ!" WITH MUNICIPALITY PALILULA

The team wants to get closer the significance of the historical heritage of memorial monument Bubanj to the people with disabilities. They made a model of monument Bubanj for the blind and visually impaired, who, in addition to familiarizing themselves with the appearance of the monument, will be able to read the poem by Ivan Vuckovic on Bubanj in Braille. They also want to put QR codes on several locations on the Bubanj, where visitors will find all the information about this site in different languages.

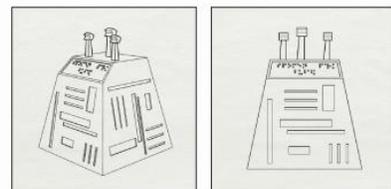
#### Mi Za Bubanj



"Mi smo zgazili mrak i  
suncu oslobodili put."



#### Bubanj Za Sutra



Donor conference happened on the final day where were collected 272,000 RSD from four Nis municipalities, Trag Foundation, Katalist Foundation, Societe General Bank and conference participants themselves.

### #KreNI3 – FINALNI REZULTATI

Staza ljubavi	Ski vis	Naša opština, vaša priča	Juče, danas, Bujanj
<ul style="list-style-type: none"><li>• GO Medijana 36.000,00 dinara</li><li>• KreNI 39.000,00 dinara</li><li>• Ukupno <b>75.000,00 dinara</b></li></ul>	<ul style="list-style-type: none"><li>• GO Pantelejev 36.000,00 dinara</li><li>• KreNI 33.250,00 dinara</li><li>• Ukupno <b>69.250,00 dinara</b></li></ul>	<ul style="list-style-type: none"><li>• GO Crveni Krst 36.000,00 dinara</li><li>• KreNI 22.500,00 dinara</li><li>• Ukupno <b>58.500,00 dinara</b></li></ul>	<ul style="list-style-type: none"><li>• GO Palilula 36.000,00 dinara</li><li>• KreNI 33.250,00 dinara</li><li>• Ukupno <b>69.250,00 dinara</b></li></ul>

SREDSTVA PRIKUPLJENJA TOKOM #KRENI KONFERENCIJE ZA REŠAVANJE IDENTIFIKOVANIH DRUŠTVENIH PROBLEMA U NIŠU

**272.000,00 DINARA**

During the last day of conference were organized 3 panel discussions.

The first panel was with the representatives of embassies and the participants were, Johannes Irschik, Director of the Kulturforum Belgrade and Marion Viau, Director of the French Institute in Nis. The moderator was Snezana Andric, General Secretary of Young Ambassadors.



The second panel was with the representatives of foundations and companies in Serbia and the participants were Biljana Dakic Djordjevic, Director of Trag Foundation, Jelena Bekcic, Data Quality Manager at Katalist Foundation, Snezana Stanojevic, Deputy Regional Manager at Societe General Bank and Hadzi Ivan Redi, founder of Za lepsi Nis foundation . The moderator was Branko Krsmanovic, President of Young Ambassadors.

Third panel was with members of Team Europe Serbia, Lola Joksimovic whose expertise is culture and Marjan Cvetkovic whose expertise is youth. The moderator was Marija Marinkovic, Media Officer at EU info point Nis.



---

## SPEAKERS

- **Milan Janic**, former Senior Art Director at Leo Burrett in Paris
- **Remko Van de Kraats**, Founder and Creative Director of studio Edhv in Eindhoven,
- **Jerry Holsopple**, Professor of visual and communication art at the Faculty of Virginia
- **Nikola Teofilovic**, Managing Director at Catena Media Serbia
- **Denis Ristic**, Product Owner at Catena Media Serbia
- **Ivan Redi**, founder and director of studio Ortlos in Graz
- **Fabrizio Leoni**, Professor from Politecnico University in Milano
- **Tadej Slapnik**, State Secretary of Prime Minister in Slovenia
- **Nena Dokuzov**, Director of the Center for researching culture in space Noordung in Slovenia
- **Aleksandra Kosanovic**, Marketing and Communication Manager at Erste Bank

---

## MENTORS

- **Maja Lalic**, creative director of Mixer House in Sarajevo
- **Tatjana Nikolic**, Operations and Communications Manager at Creative Mentorship
- **Milan Janic**, former Senior Art Director at Leo Burett in Paris
- **Snezana Andric**, General secretary of Young Ambassadors
- **Branko Krsmanovic**, President of Young Ambassadors

---

## MEDIA

17 ONLINE ARTICLES / 5 RADIO APPEARANCES / 11 TELEVISION APPEARANCES / 8 PRINT MEDIA ARTICLES

---

## ADDITIONAL PROGRAMMES

As the Netherlands were the hosting country of KreNI3, during the conference was opened **Dutch Corner "Smart Cities"** and all visitors had the opportunity to find out why the Netherlands got the epithet "smart country" and how investing in technologies provide the answer to the greatest social challenges. In corner was presented best practices from Netherlands in development of smart cities and using sustainable energy.

Also, on this opportunity were presented Dutch companies operating in Nis, Future Forward and Younify. Dutch corner was opened by Luuk Nijman, Head of press, public diplomacy and culture at Embassy of the Netherlands in Serbia. During conference Dutch designer Remco Van de Craats with his team from Edhv studio in Eindhoven hold a workshop on branding the city of Nis.



**First EU Blockchain Meetup** was organised during KreNI3 at the Startup center at the Faculty of Electronic Engineering. During panel discussion was presented blockchain technology and the benefits which can have people working in creative industries, as well as a best practices from Slovenia in developing this technology. Presentation was held by Tadej Slapnik, State Secretary of Prime Minister in Slovenia and Nena Dokuzov, Director of the Center for researching culture in space Noordung in Slovenia

**Presentation of the EU programme EU “Creative Europe”** in EU info point Nis on supporting of EU to the creative industries sector. Presentation was held by Head of the Creative Europe Serbia Desk, Dimitrije Tadic.

**Lecture “Multimedia in everyday life”** in American corner in Nis and Metropolitan faculty in Nis by the Jerry Holsopple, Professor of visual and communication arts at the Faculty of Virginia.



KreNI conference was organized with the support of the Embassy of Netherlands in Serbia, City of Nis, Erste Bank and the Delegation of the European Union in Serbia. The lecturers were at the conference thanks to the support of the US Embassy, French Institute, Italian Institute of Culture, Austrian Cultural Center and Embassy of the Netherlands.

**KreNI conference gathered 70 creative young people ready to make a move and do something in their own city. During the 5 days, they had the opportunity to work and gain knowledge from highly experienced experts in different fields of creative industries and develop their own ideas with the help of mentors experienced in working with young people. At the end these young people had the opportunity to present their ideas in front of the most important donators in the country and in panels learn from them about various facts that they can use in their future careers.**

KreNI conference was the result of synergy of different partners devoted to making Nis a center of creative industries in this region.

The conference achieved its goal of promoting the sector of creative industries as a tool for problem solving in society but most of all, supporting creative young people in their effort to make better place for living.

# KREATIVNI NIŠ KRENI

**Thank you for helping us making this conference possible and we are hoping to see you all at KreNI4!**



Kingdom of the Netherlands



Delegacija Evropske unije  
u Republici Srbiji



austrijski kulturni forum <sup>beg</sup>



INSTITUT FRANÇAIS  
SERBIE

SOCIETE GENERALE

catalyst



trag



Za lepši Niš



МЛАДИ  
АМБАСАДОРИ