



THE GREATEST CREATIVE MINDS OF THE 21ST CENTURY

BELGRADE DESIGN WEEK:
FREEDOM²
04-10 JUNE 2012

WWW.BELGRADEDESIGNWEEK.COM

The organizer reserves the right to change terms, speakers, locations.

NED/SUN 03 JUNE

100% FUTURE SERBIA @ BELEF

100 SHOPWINDOWS FOR 100 SERBIAN DESIGNERS ALL OVER BELGRADE

19:00 **GRAND OPENING** SUPERKVART BLOCK PARTY UZUN MIRKOVA, KRALJA PETRA, ZMAJA OD NOČAJA

FASHION SHOW, GASTRONOMY AND MUSIC PARTY AWARD CEREMONY FOR 100 SERBIAN DESIGNERS / FREE ENTRY

UTO/TUE 05 JUNE LABS DAY

BDW DIZAJNLABS - WORKSHOPS FOR PROFESSIONALS
NATIONAL LIBRARY OF SERBIA - SKERLIĆEVA 1 / FREE ENTRY WITH REGISTRATION

| DIGITAL DESIGN WORKSHOP | GLASS DESIGN WORKSHOP |
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| 10:00 Eszter Bircsak / Kitchen Budapest HU The workshop's main aim is to show locative values, traditions, handmade processes in digital world: first we will collect local content and then transfer together for digital apps and/or public space. The workshop participants open to creative thinkers as designers, artists, programmers, architects, media workers... | 10:00 Matti Klenell SE Workshop for object designers ready for a challenge with one of the most difficult materials, that needs patience and lucidity - glass. Klenell, also a skillful craftsman, will share the secrets that made him a leading global designer with you. |
| FURNITURE DESIGN WORKSHOP | CULTURAL MANAGEMENT MASTERCLASS |
| 13:00 Thomas Feichtner AT Workshop for object designers who have courage to experiment with forms and move the object design beyond mass and commercial production. Feichtner will concentrate on his latest work focused on artistic aspects and a more experimental approach. | 13:00 Jenni Carbins / Matilda AU Masterclass for curators, creatives and experts in the field of cultural management. Carbins will show how by creating a careful selection and superb presentation, one can make a complex overview of one creative scene, in this case the Australian. |
| DESIGN AND BUSINESS PANEL DISCUSSION | ARCHITECTURE PANEL / MEDIA WORKSHOP |
| 16:00 Nova Iskra / Design Incubator RS Design as spark for the Serbian economy. Participants: Jovan Trkulja (Peter Gregson studio), Branko Nikolić (Studio Antipod), Milena Radović (SIEPA), Stobodan Jovanović (Coba & Associates), Miloš Ivković (Trikotaža Ivković). | 16:00 Serbian Architecture Today RS Moderated by Branislav Mitrović; incl. Zorica Savičić, Ivan Rašević, Zoran Radojičić and Vladimir Lojanica. |
| 17:30 NOVA ISKRA RECEPTION COCKTAIL RECEPTION | 17:30 REAL TIME GROUP RECEPTION COCKTAIL RECEPTION |

BDW DIZAJNFILMS NATIONAL LIBRARY OF SERBIA - SKERLIĆEVA 1 / FREE ENTRY

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| 20:00 BDW 2006 - APOSTLES OF DESIGN RS BY NEMANJA VAL JAREVIĆ (60 MIN) |
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BDW DIZAJNPREMIERES VARIOUS LOCATIONS

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| 20:00 BDW 2012 GRAND OPENING NATIONAL LIBRARY OF SERBIA - SKERLIĆEVA 1 FASHION SHOW BY JELENA STEFANOVIĆ BDW 2011 FILM BY MIODRAG ILIĆ | DIZAJNPARK EXHIBITIONS: WORLD OF CONTRACT / B&B ITALIA / ARPER IT @ IDC BETON HALA, KARADORĐEVA 2-4 DESIGN ES @ INSTITUTO CERVANTES, ČIKA LJUBINA 19 / FREE ENTRY | DIZAJNPARK EXHIBITIONS: IN A NUTSHELL HR @ RAILWAY MUSEUM, NEMANJINA 6 USM HALLER CH @ OFFIX, GOSPODAR JEVREMOVA 41 / FREE ENTRY | BDW DESIGN GRAND PRIX 2012 AWARD CEREMONY @ DIAGONALA, SKERLIĆEVA 6 / BY INVITATION ONLY |
| DIZAJN PARK EXHIBITIONS OPENING @ NATIONAL LIBRARY OF SERBIA COMMON SENSE & SENSIBILITY HR, GOODNIGHT MOON / JÖRG BONER CH, CREATIVE SPACE SERBIA / SIEPA RS, SILENT REVOLUTIONS / MAO SI, MEGAPHONE / EN&IS IT, BDW SUPERSTARS LECTURES 2006-2011 RS, SAMSUNG EXPERIENCE KR | IGUANA VIP DINNER @ BETON HALA, KARADORĐEVA 2-4 / BY INVITATION ONLY | SQUARE NINE VIP DINNER STUDENTSKI TRG 9 / BY INVITATION ONLY | DIAGONALA VIP DINNER SKERLIĆEVA 6 / BY INVITATION ONLY |
| KLUB KNJIŽEVNIKA VIP DINNER FRANCUSKA 7 / BY INVITATION ONLY | | | |

POWERED BY:



SRE/WED 06 JUNE OPENING DAY

ČET/THU 07 JUNE WIND



PET/FRI 08 JUNE FIRE



SUB/SAT 09 JUNE EARTH



BDW CONFERENCE FREEDOM²

NATIONAL LIBRARY OF SERBIA - SKERLIĆEVA 1 / ENTRY WITH TICKET

| AUSTRIAN AMBASSADOR | AUSTRALIAN AMBASSADOR | BRITISH COUNCIL |
|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 12:00 Thomas Feichtner AT Zoran Radojičić RS Petter Neby / Punkt. CH | Jenni Carbins / Matilda AU Studio 3LHD CRO Isay Weinfeld BR | Martino Gamper UK Troika UK Fallon UK |
| BREAK / SPANISH AMBASSADOR | BREAK / DANISH AMBASSADOR | BREAK / FRENCH AMBASSADOR |
| 14:00 Héctor Serrano ES Jörg Boner CH Matti Klenell SE | Ole Jensen DK Beetroot GR Enota SI | Mathieu Lehanneur FR Robert Klanten / Gestalten DE Götz Ulmer / Jung von Matt DE |
| BREAK / NORWEGIAN AMBASSADOR | BREAK / ITALIAN AMBASSADOR | BREAK / FINNISH AMBASSADOR |
| 16:30 Non-Format NO Heydays NO Leon Jakimič / Lasvit CZ | Enrico Bosa / En&Is IT 180 Amsterdam NL Dusan Reljin US | Aalto University FI Patrik Schumacher / Zaha Hadid Architects UK |
| 19:00 LASVIT RECEPTION COCKTAIL RECEPTION | SAMSUNG RECEPTION COCKTAIL RECEPTION | NLS FOUNDATION RECEPTION COCKTAIL RECEPTION |

BDW DIZAJNFILMS NATIONAL LIBRARY OF SERBIA - SKERLIĆEVA 1 / FREE ENTRY

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| 20:00 BDW 2007 - CHANGE SQUARED RS BY MIODRAG ILIĆ (30 MIN) | BDW 2009 - SPEED SQUARED RS BY MIODRAG ILIĆ (30 MIN) | BDW 2011 - FUTURE SQUARED PT1 RS BY MIODRAG ILIĆ (33 MIN) |
| BDW 2008 - MODERN SQUARED RS BY MIODRAG ILIĆ (22 MIN) | BDW 2010 - SMART SQUARED RS BY MIODRAG ILIĆ (30 MIN) | BDW 2011 - FUTURE SQUARED PT2 RS BY MIODRAG ILIĆ (34 MIN) |

BDW DIZAJNIGHTS NATIONAL LIBRARY OF SERBIA PLATEAU - SKERLIĆEVA 1 / FREE ENTRY WITH REGISTRATION

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| 22:00 TASTE OF SHARE MUSIC STAGE WARM UP | TASTE OF SHARE MUSIC STAGE WARM UP | TASTE OF SHARE MUSIC STAGE WARM UP |
| 23:00 GOLDIEROCKS / SELECTOR RADIO UK SELECTOR RADIO PARTY - BY BRITISH COUNCIL | GABIN IT CONCERT | LUMINODISCO IT CONCERT |
| 00:00 TASTE OF SHARE DJ AFTERPARTY | TASTE OF SHARE DJ AFTERPARTY | TASTE OF SHARE DJ AFTERPARTY |

NED/SUN 17 JUNE

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EXPO CLOSING