

Workshop partners: KEA – Copenhagen School of Design and Technology, Faculty of Architecture, Union University, Urban Planning Institute



# BELGRADE PUBLIC SPACES | MEDIATHEQUE DESIGN

International Workshop  
06-14 May 2017  
Belgrade



## PROGRAMME



**Faculty of Arts and Design, John Naisbitt University, Belgrade,  
Scuole di Architettura AUIC e Design, Politecnico di Milano**

**Organize**

**BELGRADE PUBLIC SPACES |  
MEDIATHEQUE DESIGN**  
International Workshop at Belgrade  
06 – 14<sup>th</sup> May 2017

**ACTIVITIES TIMETABLE-Program/p.1****06| 05 -SATURDAY**

The day of the students' arrival to Belgrade.  
Welcome night at the hostel, introduction to the workshop programme

**07| 05- SUNDAY****15:00 - Workshop participants meeting at Hostel Arkabarka**

- Defining project guidelines and introduction to the project site
- Team group will be selected from different faculties' 4-6 students
- WORKSHOP preparation to the project site, tour on Belgrade and defining project thema
- **The Belgrade sightseeing tour**

**08| 05 – MONDAY****10:00 – Meeting at the Italian Culture Institute (for group 1)**

-Kneza Milosa 56, Belgrade-  
Design Brief for Mediatheque Design

**10:00 – Lectures and team work at FUD (for group 2)**

Bulevar umetnosti 29, New Belgrade, <http://fud.naisbitt.edu.rs/>

**Both groups:**

**12:00 – Dr Nataša Danilović-Hristić**, *strategic planning* - Urban Planning Institute Belgrade

**13:00 – Lunch break**

**14:00-18:00 - Work on the project** –mentor discussions and brainstorming

**18:00** - Free time

**09| 05 – TUESDAY****Both groups:****10:00 – Lectures and team work at FUD**

Bulevar umetnosti 29, New Belgrade, <http://fud.naisbitt.edu.rs/>

**12:00 - Prof. PhD Emeritus Ružica Bogdanović and PhD Miloš Milovanović** - Faculty of Architecture, Union Nikola Tesla University

**13:00 – Lunch break**

**15:00 - Work on the project**

**16:00– 18:00 – mentor discussions**

**18:00 – Free time**



**Faculty of Arts and Design, John Naisbitt University, Belgrade  
and Scuole di Architettura AUIC e Design, Politecnico di Milano  
Organize**

**BELGRADE PUBLIC SPACES |  
LIBRARY DESIGN  
International Workshop at Belgrade  
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**ACTIVITIES TIMETABLE-Program/p.2**

**10| 05 – WEDNESDAY**

**Lectures and work at FUD**

**10:00** –National Library Belgrade touring  
**13:00** - **Lunch break**  
**14:30** – **Work on the project**  
**16:00 -18:00** - **mentor discussions**  
**18:00** - Free time

**11| 05 – THURSDAY**

**10:00 - 18:00**– **Team work on the project**  
**11:00** - **Prof. Raffaella Colombo** - Faculty of Architecture, Politecnico di Milano  
**13:00** - **Lunch break**  
**14:00** – **Work on the project**  
**16:00 -18:00** - **mentor discussions**  
**18:00** - Free time

**12| 05 – FRIDAY**

**10:00 - 18:00**– **Team work on the project**  
**13:00** - **Lunch break**  
**16:00-19:00** - **mentor discussions**  
**18:00** – Free time

**13| 05– SATURDAY**

**10:00 - 12:00** - **Presentation of the projects at the Italian Culture Institute**  
-Kneza Milosa 56, Belgrade-  
**20:00** – Party time at hostel

**14| 05- SUNDAY**

**Departure**

With Italian Institute of Culture and Belgrade Municipality



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## THEMA

**FAIR FRONT**

The subject of the workshop is the reconstruction of the open space within the complex of Belgrade Fair with the aim to revitalise forgotten public space in the city of Belgrade. The general area of this research project is formulated through theoretical and practical framework with a specific focus on development and application of previously acquired knowledge and skills in order to recognize main problems, potentials and drivers of change in relation to specific needs of this space. Research subject is formulated around the idea to connect unbanded open spaces with Belgrade waterfronts, recognition of the commercial role of the fair, environmental conditions, social aspects of the space as well as spatial-functional communications with the urban context of that area.

The main task is to gain understanding of the needs and requirements of the specific local context, use critical thinking and embrace theoretical and practical skills, apply sociological and economical thinking, establishing methods and principles of planning, landscape and design, make own decisions and find the original answers to the problems that arise during these design processes.

The outcome of this workshop should take form of proposals in order to improve given area in terms of spatial and functional characteristics of open urban spaces and their use. Participants should clearly define development strategy, the application of planning principles in accordance with specific requirements of space, and, international best practices, related topics and/or spatial development examples:

- opportunities for small-scale design changes and special amenities
- landscape, signage and informations
- community opportunities including public markets
- mix-use, play programme, interactive installation, exhibitions, cultural interventions
- traffic, parking and pedestrian circulation
- waterfront attractions
- tourist attractions
- preservation and reinforcement of historical character
- community oriented implementation strategies
- sports playgrounds
- art&science park
- concerts&music points

Each module will be developed through theoretical inputs given by mentors and through practical exercises. A final public presentation of realized work and closing discussion will be organised at the end of the workshop.

## **BELGRADE PUBLIC SPACES | MEDIATHEQUE DESIGN**

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06 - 14 MAY 2017

### THEMA

#### **MEDIATHEQUE DESIGN**

The aim of the project Mediatheque design is to provide interior design solutions for the space within Italian Cultural centre which is currently used as space for reading in front of the library. The future space should be multipurpose, satisfy user needs and accommodate mediatheque, press conferences, small concerts, exhibitions, movie projections, meeting space/social gatherings of students etc.

Participants of the workshop should aim to recognize and answer the needs of specific context they are engaged with. Moreover, they should aim to critically assess possible solutions for the future design and be able to argumentatively explain the reasoning behind the final project.

Final public presentation of realized work and closing discussion will be organised at the end of the workshop.

### **WORKSHOP PARTICIPANTS**

Workshop participants and mentors are from institutions: Politecnico di Milano - School of Architecture Urban Planning and Construction Engineering, KEA – Copenhagen School of Design and Technology, Faculty of Architecture Univerzity Union Nikola Tesla and Faculty of Arts and Design University John Naisbitt.

#### **Students:**

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Ms. OLGA RADOVIĆ (Serbia)  
Ms. CICEK KARATAS (Turkey)  
Ms. AITMUKHANBET DIANA (Kazakh)  
Mr. TARIK RASIM NOMER (Turkey)  
Mr. JACOB LINDORF SØRENSEN (Danish)  
Mr. CHRISTIAN HAASTRUP KARLSEN (Danish)  
Ms. CHARLOTTE RASMUSSEN (Danish)  
Mr. BOGDAN LAZIĆ (Serbia)  
Mr. MARKO JEFTIĆ (Serbia)  
Mr. MARKO BRKIĆ (Serbia)  
Ms. IVONA MARIĆ (Serbia)  
Ms. ANASTASIJA ČOLAKOVIĆ (Serbia)  
Ms. JELENA PERIŠIĆ (Serbia)  
Ms. MAJA JANJIĆ (Serbia)  
Ms. DUNJA JANKOVIĆ (Serbia)

#### **Mentors:**

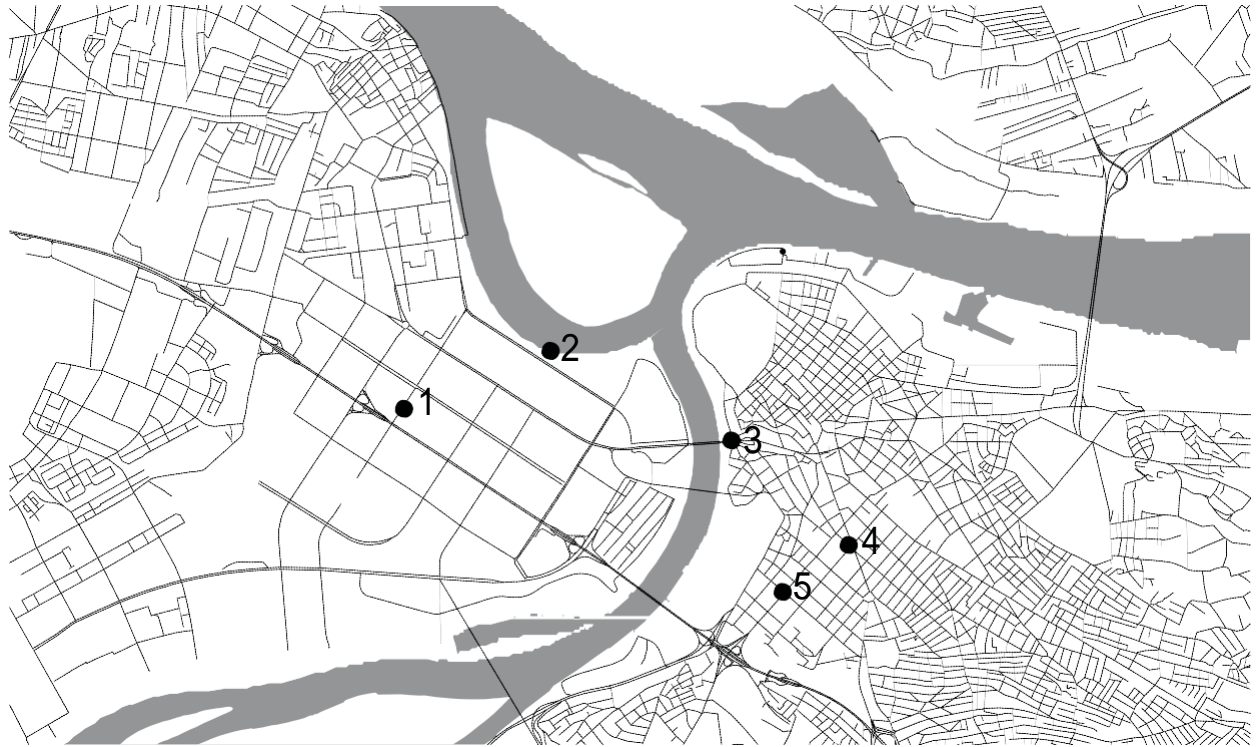
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RAFFAELLA COLOMBO  
(Italy), profesor  
MARCO GRASSI (Italy)  
PhD RUŽICA BOGDANOVIĆ, professor emeritus (Serbia)  
ZORICA SAVIČIĆ, professor  
UROŠ FIŠIĆ professor (Serbia)

#### **Assistants:**

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PhD MILOŠ MILOVANOVIĆ (Serbia)  
ANDREJ ŽILIĆ (Serbia)  
PhD NATAŠA ČOLIĆ (Serbia)

**Places of interest**

**1. Faculty of Arts and Design, John Naisbitt University / 29 Bulevar Umetnosti, Novi Beograd**

**2. Arka Barka, Charlie / Ušće bb, Park prijateljstva - floating hostel at Danube**

**3. Galerija Kolektiv / 53 Karadjordjeva Street, Belgrade**

**3. Belgrade City Museum/ BINA „IDEAS YARDS“/ 40b Resavska Street, Belgrade**

**4. Italian Culture Institute / 56 Kneza Milosa Street, Belgrade**

## THEMA

**BELGRADE FAIR** / Project background

Site plan of the complex of Belgrade Fair ( <http://sajam.rs/en/>)

Belgrade Fair is situated on the right bank of the river Sava. The Belgrade fair location is very attractive and easy accessible, since it belongs to the Central Zone situated on the main longitudinal base of the city development, within the busiest radial direction (Bulevar vojvode Mišića Street). The distance from the city's strategic points is 11 km from Nikola Tesla Airport and about 1 km from the main Railway Station, between the new planned railway stations Prokop and New Belgrade.

Quite close to the complex is also the large sport/recreational center Ada Ciganlija. On the South-Eastern side of the complex is the main railroad with a passenger station, from which a track separates within the Fair space to the Srem section of the city. Paralelly with the railroad, there is the main boulevard, Bulevar vojvode Mišića, as one of the busiest traffic roads in the city. At the opposite side of the Sava, in the Srem section of the city, there is the peninsula Small Ciganlija and a shipyard under the transformation process. The 'high quality' of the location is enhanced by its central position in the city and the vicinity of five city bridges, beside a street with intensive public city transport and the intercity traffic and a high capacity railroad.

The noticed failure of this space is often limited access to the complex and inadequate car parking space. The existing facility in front of the Halls has got temporary character and should not be considered by the Competition solution. Belgrade Fair complex has got the total gross area of about 170,000 sq. m. and consists of 14 exhibiting halls.



### **a. The space history, construction and cultural heritage**

Belgrade Fair complex was built according to the design of the designer team consisting of the architect Milorad Pantović and the engineers Branko Žeželj and Milan Krstić. The Fair facilities were opened in summer 1957, when the first exhibition was held. Belgrade Fair Halls are among the most valuable works of Serbian postwar architecture and they are the testimony of technical, technological, scientific and innovative society building end of 1950s and early 1960s.

The concept of this contemporary shaped urban complex is in the composition/visual focus on three exhibiting pavilions under the domes, mutually connected by passages. The Fair facility disposition is such that its volumen does not prevent the view to the Sava banks landscape or Belgrade City panorama.

Belgrade Fair space is a valuable urban unit of the modern architecture era and the existing values of the urban/architectural concept shall be preserved and necessary is its further advancement in the respect of remodeling and standard improvement of complementary features, under absolute obeying of the urban authentic values and the modern move architecture.

### **b. The space traffic characteristics**

According to the Belgrade General Regulation Plan, the Belgrade Fair complex is touched on the South-Eastern side of the complex by the main railroad with a passenger station, from which a track separates within the Fair space to the Srem section of the city. Special access to Belgrade Fair zone has been planned by the execution of the leveled down access from the planned traffic line The Interior Main Road Ringin the zone of „Radnička“ loop, in order to build the leveled-down existing railroad crossing.

The basic problem in solving the traffic access to Belgrade Fair is its spatial separation at the back from the South by the main railroad touching the complex and closing it toward the river bank and on the Northern side the separation also from the main road, Bulevar vojvode Mišića. Due to the complex form, the Fair entering and exiting under the conditions of the limitation by the river and the main railroad, bearing in mind the traffic extent generated by the Fair, an access road from the Sava side shall be constructed, as it was already reserved in the previous detailed plan analysis as the corridor of the Sava traffic road.

According to the valid Belgrade General Regulation Plan, the Fair has been recognized as the purpose with the specific using system and the necessary number of car parking places, as well as the method of their execution are determined by the special traffic analysis production, which is an integral part of the detailed analysis.

### **c. Environmental protection**

Belgrade Fair location is in the wider sanitary protection zone of water sources and the stipulations of the *Rule Book of the Arrangement and Maintenance Method of the Sanitary Protection Zones of Water Supply Sources (Official Gazette of the Republic of Serbia ref. 92/2008)* and the *Decision of the Sanitary Protection Zones Determination at the Administrative City Territory for the Underground and Surface Water Sources Used for Water Supply to the City of Belgrade (Ministry of Health of the Republic of Serbia, ref. 530-01-48/2014-10, dated 01/01.2014)* shall be implemented. The limit between the narrower and wider zones is located at the right edge of the dam.

### **d. Infrastructure**

Electric power distribution network has been built at the subject area, having the voltage levels. The network has been built as an underground installation. The existing traffic roads are equipped with public lighting installations. Electric power supply to the planned features may be enabled from the existing electric power distribution network of 10 KV.

The subject area belongs to the cable area of the Automatic Telephone Exchange Čukarica. The existing telephone cable network has been built in the sidewalk of some traffic roads. The cable area capacities partially satisfy the present needs of the customers. In the wider area, the expansion of the cable telecommunication canals is going on currently. This is the capacity increase of the telephone cable network, which will enable separation of certain number of dual customers, as well as the opportunity of connecting the new ones. The necessary number of telephone connections will be provided from the existing telephone cable network, with the installation of the relevant telephone lines within the planned complex.

The analysed area, which is the competition subject, may be connected to the remote heating system from the highway direction, subject to the check and reconstruction of the existing hot water network.

By the existing plan documents, the construction of the city gas line within the subject area has been planned. Thus, the observed area may be connected to the natural gas supply system after the gas line system construction at the subject area. There is no primary water supply network at the subject location. The existing network has got the internal character and will be adapted to the planned complex transformation. The existing features are installed by the secondary network, which will be adapted to the future features. As the primary collector, through the observed complex, directly around the Halls 7 and 10, the general sewerage collector 06400/240 passes by and has to remain operational. The necessary protection layer, i.e. the public land layer, shall be minimum 2.5 m from the both sides as regarding the dimensions, i.e. with the total width of about 10 m and construction in this space is not allowed.

(From the *Analysis of Belgrade Fair Location Potentials according to the General Plan of Belgrade 2021*, produced by the Institute of Urbanism Belgrade in September 2007)

### e. Plan documents

The plan basis for Belgrade Fair area is the *General Regulation Plan for the Building Area of the Local Self-Government Unit – the City of Belgrade (units I – XIX) (Official gazette of the City of Belgrade No.20/16)*. The location and areas where Belgrade Fair is located have not been developed by plan in details. According to the GRP of Belgrade, the detailed regulation plan shall be drawn up for at this area, and it is thereby recognized as the area in which the regulation has not been defined and in which considerable amendments are planned, as well as the need for the land providing with infrastructure and public functions.

According to the GRP of Belgrade, Belgrade Fair complex is located in the commercial features zone in the multi-level zone (K1) and belongs to the characteristic unit I – The Center of Belgrade, which enables the existing Fair operation continuation and advancement.



Belgrade Fair - aerial view of the rivier Sava

THEMA

**MEDIATHEQUE DESIGN**

Italian Institute of Culture, *Palazzo Italia*, Belgrade  
[http://www.iicbelgrado.esteri.it/iic\\_belgrado/it/](http://www.iicbelgrado.esteri.it/iic_belgrado/it/)

**DESIGN BRIEF**

The idea about the theme and design brief came with collaboration with Italian Institute of Culture and their departments.

"...It is a space (ground floor, second building on the back of the main building), we call it "mediateca" that now is mainly used as reading room for our students. Furniture is minimal: a dozen upholstered armchairs, a glass table that we can move in and out. Folding chairs can be added for audience. We would like to use it as a multipurpose room, for events such press conferences, small concerts, exhibitions, movie projections, meeting space/social gatherings of our students, but the space has various problems. It is an open space with stairs that go up towards the first floor where offices are located, and down to the classes, so there is usually people going up and down that make noise and can disturb. The space cannot be used fully: the entrance is not really functional - big space lost - and there is a column in the middle. External walls are mostly made of transparent glass, it looks nice but it is really difficult to use it for hanging pictures. In the good season, however, when the garden outside is used, it is good to have possibility to easily go in and out during social events.

We also tried to put a couple of pc-workstations to make a sort of digital reading room, but in reality our students and teachers like it to use it between classes, to have chats. We used it a couple of times for social events ("aperitivo italiano", meeting where you drink a glass of aperitivo and you are supposed to speak Italian while you make new friends) and it worked very well, however it is not easy to serve drinks, since there is no bar nor convenient horizontal surfaces.

A small kitchen is upstairs on the first floor, toilet is on the same level. From the "mediateca" you can enter the library, where the main parts of the books are stocked and where users can get books from the desk.

One idea that we had was to close the space with a wall and a door, so that people that go in and out do not disturb the ones that are inside the space during events. Closing the space can also be useful for students who want to read in that space, but probably they would like also a space where they can chat or exercise in conversation among them. So another idea was also to have the opportunity to have a mobile separation. That is two spaces, eventually with a mobile wall solution. One space for talking/chatting, and another space for reading and silent study. Those two spaces, when required, could be converted back to just one space, removing the separation, to have for example space for one single audience of 50 people together..." are explanation words from Davide Scalmani, director of the Italian Institute of Culture, Belgrade.



Existing "mediateca" space, Italian Institute of Culture, *Palazzo Italia*, Belgrade

## Impresum

Dean:

Savo Peković

Organisation:

Faculty of Arts and Design, Jonh Naisbitt University, Belgrade

Politecnico di Milano - School of Architecture Urban Planning and Construction Engineering

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Project coordination and production:

Marco Grassi, Natasa Colić, Milos Milovanović

Design:

Monika Lang, Tatjana Vukosavljević