

BROSHURE

**INTERNATIONAL CONGRESS
OF CULTURAL CENTERS**

CULTURE FOR CHILDREN AND YOUTH 2013

dkcb.rs - INTERACTION

Children's Cultural Center Belgrade, Takovska 8
23 - 25 May 2013



dkcb.rs - INTERAKCIJA

KULTURA ZA DECU I MLADE 2013

**MEĐUNARODNI KONGRES
KULTURNIH CENTARA**

Dečji kulturni centar Beograd, Takovska 8
23 - 25. maj 2013. godine

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INTERNATIONAL CONGRESS OF CULTURAL CENTERS
- CULTURE FOR CHILDREN AND YOUTH 2013 -
23rd to 25th May 2013

Dečji kulturni centar Beograd, Takovska 8
Beograd, Srbija

Children's Cultural Center Belgrade, Takovska 8
Belgrade - Serbia

Direktor Dečjeg kulturnog centra Beograd:
Olivera Ježina

Director of Children's Cultural Center Belgrade:
Olivera Ježina

Koordinatori programa Međunarodnog kongresa kulturnih centara:
mr Ivana Teodorović i Dalibor Stojanović

International congress of cultural centers program coordinators:
Ivana Teodorović and Dalibor Stojanović

UVODNA REČ O MEĐUNARODNOM KONGRESU KULTURNIH CENTARA

Dečji kulturni centar Beograd je proteklih nekoliko godina pobudio pažnju stručne i šire javnosti mnogobrojnim novim inicijativama i programima.

U skladu sa tim, moja ideja je da se Dečji kulturni centar Beograd, kao ugledna institucija grada Beograda sa višedecenijskom tradicijom u realizaciji programa za decu i mlade, poveže i umreži sa sličnim institucijama kulture u Evropi, kako bi se razmenila iskustva, predstavili primeri dobre prakse i ojačala uloga u lokalnoj zajednici u kojoj deluje.

Stoga sam odlučila da Dečji kulturni centar Beograd preuzme inicijativu, osmisli i organizuje Međunarodni kongres kulturnih centara, pod nazivom „Kultura za decu i mlade 2013“, koji će se održati od 23. do 25. maja 2013. godine. Zahvaljujući stručnosti i timskom radu mojih kolega u Dečjem kulturnom centru Beograd, a preventivno mr Ivani Teodorović i Daliboru Stojanoviću, formiran je program koji je naišao na pozitivne reakcije i veliki odziv učesnika.

Smatram da je ovakva inicijativa u skladu sa misijom Dečjeg kulturnog centra Beograd, a to je pozicioniranje na tržištu kulturno-obrazovne delatnosti za decu i mlade putem inovacija i praćenja savremenih trendova u kulturi, što u našoj sredini, što u drugim evropskim zemljama.

Olivera Ježina
Direktorka Dečjeg kulturnog centra Beograd



INTRODUCTION ABOUT INTERNATIONAL CONGRESS OF CULTURAL CENTERS

Children's Cultural Center Belgrade has gotten attention from the expert public with its many new initiatives and programs.

In relation to that my idea is to connect and network the Children's Cultural Center Belgrade as a well renowned Belgrade institution with several decades of tradition in realization of programs for children and youth, with similar cultural institutions in Europe, so that there could be an exchange of experience, good practice, examples would be demonstrated and a role in a local community would be strengthened.

Therefore I have decided for the Children's Cultural Center Belgrade to take the initiative, and to develop and organize an International congress of cultural centers named "Culture for children and youth 2013", which will be held from 23rd until 25th of May 2013. Thanks to the expertise and the team work of my colleagues in Children's cultural center Belgrade, especially to Ivana Teodorović and Dalibor Stojanović, a program has been formed which has encountered many positive reactions and a great participant response.

I find this initiative to be in accordance with the Children's cultural center Belgrade's mission, which is positioning of cultural-educational activity for children in youth by innovation and following contemporary trends in cultures, in Serbia as well as in other European countries.

Olivera Ježina
Director of Children's Cultural Center Belgrade



O DEČJEM KULTURNOM CENTRU BEOGRAD

Dečji kulturni centar Beograd je ugledna gradska institucija, sa tradicijom dugom šest decenija. U Dečjem kulturnom centru Beograd realizuju se kreativni, savremeni i interaktivni programi, koji prate društvene fenomene i trendove, u skladu sa interesovanjima dece i mladih. Tokom svog postojanja Dečji kulturni centar Beograd je sačuvao sve ono što je bilo dobro i to dopunio savremenim metodama rada, poštujući promene koje su nastale u željama i potrebama korisnika. Usmeren ka istraživanju i otkrivanju potencijala dece i mladih u svim oblastima kulture, DKCB svojim programima nastoji da direktno komunicira sa decom i mladima, usmeravajući ih ka sticanju potreba za umetničkim doživljajem, saznanjem i zabavom. Dečji kulturni centar Beograd kao ključne instrumente delovanja koristi edukaciju, umrežavanje, decentralizaciju delovanja i intersektorsko povezivanje, uspostavlja posredničku ulogu u spajanju pojedinaca i organizacija, kreira znanje i produkte umetničke delatnosti, vrši transfer znanja iz drugih sredina u sredinu u kojoj deluje i otvoren je za nova rešenja i nova kulturno-umetnička područja. Dečji kulturni centar Beograd je referentna ustanova u oblasti međunarodne kulturne saradnje na polju dečje umetnosti i kulture i organizator je najveće dečje manifestacije za decu u zemlji i regionu „**Radost Evrope**“.

Dečji kulturni centar Beograd delatnost usmerava primarno na osnovnu ciljnu grupu, decu i mlade, kao direktne potencijalne korisnike, zatim na njihove roditelje i druge učesnike u razvijanju kulturnih potreba - kulturni operateri, stručni saradnici iz oblasti obrazovanja za decu, studenti kulturoloških i humanističkih studija, novinari i naučni radnici.

Misija: Pozicioniranje na tržištu kulturno-obrazovnih delatnosti za decu i mlade, uz jasnu diferentnu prednost putem inovacija i praćenja savremenih trendova u obrazovanju i razvoju ličnosti kod dece i mladih.

Vizija: Učvršćivanje pozicije na vrhu piramidalne strukture u sistemu institucija koje se bave kulturom za decu i mlade, koja će sistemski davati konkretan doprinos razvoju kreativnosti i postavljati standarde drugim kulturno-obrazovnim institucijama u razvoju kreativne, inovativne i celovite ličnosti kod dece i mladih.



ABOUT CHILDREN'S CULTURAL CENTER BELGRADE

Children's Cultural Center Belgrade is a prominent city institution with a six decade long tradition. In the Children's cultural center Belgrade many creative, contemporary and interactive programs are being held, which follow social phenomena and trends in accordance with children and youth's interests. During its existence, Children's cultural center Belgrade has withheld everything that was good and added contemporary methods of work, respecting the changes that have been made in the needs and desires of the users. Turned towards researching and unveiling the children and youth's potential in all areas of culture, Children's cultural center Belgrade tries to communicate directly with the children and the youth in all its programs, directing them towards gaining the need for the artistic expression, knowledge and fun. Children's cultural center Belgrade uses, as its key elements: education, networking, activity decentralization and inter-sectoral connection, establishes a mediator role in connecting individuals and organizations, creates knowledge and artistic products, transfers the knowledge from other environments into its working environment and is open for new solutions and to new cultural-artistic areas. Children's cultural center Belgrade is a reference institution in the area of international cultural collaboration in the field of children's art and culture and is an organizer of the biggest children's manifestation in the country and in the region – **"Joy of Europe"**. Children's cultural center Belgrade directs its activity primarily to its basic target group, the children and youth, as direct potential users, then to their parents and other participants in the development of cultural needs – cultural operators, professional collaborators in the area of children's education, students of cultural and human studies as well as reporters and scientific workers.

Mission: Positioning in the market of cultural-educational activities for children and youth with a clear advantage using the innovations and contemporary trends in the education and personality development in children and youth.

Vision: Strengthening the position on the top of the pyramidal structure in the institutional system engaged in the children and youth culture, which will systematically bring its contribution in the creativity development and set standards to other cultural-educational institutions in developing creative, innovative and complete personality in children and youth.



MEĐUNARODNI SUSRET DECE EVROPE “RADOST EVROPE”

Dečji kulturni centar Beograd, ustanova kulture čiji je osnivač Gradsko uprava – Grad Beograd, organizator je nekoliko dečjih manifestacija, među kojima je najveća i najznačajnija "RADOST EVROPE". Davne 1969. godine, Dečji kulturni centar Beograd (tadašnji Dom pionira) pokrenuo je inicijativu da se organizuje susret dece Evrope, kojim će biti obeležen 5. oktobar – Međunarodni dan deteta. Od tada, prve nedelje oktobra, beogradski mališani u svojim porodicama ugoste više stotina vršnjaka iz cele Evrope. Učesnici manifestacije su deca uzrasta od 7 do 15 godina. Karneval u centru grada, koncerti "Susreti prijateljstava", Međunarodni likovni konkurs, poludnevni program na Adi Ciganliji, svečani koncert i velika zajednička žurka programski su segmenti manifestacije koji obogaćuju svake godine kulturnu sliku grada, a deci pružaju pregršt mogućnosti za zabavu i druženje. Veliki završni koncert prati nekoliko hiljada dece u dvorani i više miliona gledalaca u direktnom televizijskom prenosu. Od 1997. godine upućuje se poziv deci sveta da učestvuju u Međunarodnom likovnom konkursu "Radost Evrope" čija je tema uvek "Rečnik prijateljstva", koji je sastavio Duško Radović, veliki prijatelj dece. Rečnik sadrži reči: Evropa, prijatelj, sloboda, ptica, dete, mama, tata, sunce, radost, knjiga, mir, hleb, pesma, ljubav i igra. Stručni žiri vrši izbor najboljih i nagrađuje ih medaljama, a tokom manifestacije organizuje se izložba odabranih radova. Svake godine, iz celog sveta pristigne između 10 i 30 hiljada dečjih likovnih radova. U različitim svakodnevnim programima manifestacije učestvuje dnevno oko 1500 dece. Skoro da nema zemlje u Evropi čija deca nisu bila učesnici "Radosti Evrope" i generacije beograđana koja u ovoj manifestaciji nije učestvovala. U vreme trajanja ove velike manifestacije, Beograd postaje dečja prestonica Evrope iz koje u svet šalje najlepšu sliku o sebi, svojoj kulturi, tradiciji i gostoprimstvu. Da su deca najbolji ambasadori dobre volje i najiskreniji nosioci energije prijateljstva, tolerancije i harmoničnog preplitanja različitosti, govori **poruka Generalnog sekretara OUN, gospodina U Tanta, Susretu dece Evrope "Radost Evrope" u Beogradu (1970. godine):** "S velikim zadovoljstvom upućujem ovu poruku i pozdrave susretu dece Evrope - "Radost Evrope", koji se održava u Beogradu povodom Svetskog dana deteta. Osnovni ciljevi ove manifestacije su za svaku pohvalu. Deca Evrope, izražavajući solidarnost s decom sveta i unapređujući međusobno razumevanje i prijateljstvo kroz univerzalni kulturni medijum - pesmu i igru, daju izvanredan primer i značajni doprinos principima i ciljevima Ujedinjenih nacija. Posebno je značajno to što deca iz naprednih i razvijenih nacija imaju ovde priliku da manifestuju saosećanja za stradanja svojih manje srećnih vršnjaka iz onih delova sveta koji su još uvek u razvoju. Danas deca, a sutra odrasli, biće tako u mogućnosti da postanu duboko svesni međunarodne stvarnosti i univerzalnog razumevanja što je garancija međunarodnog mira i progressa u budućnosti."



INTERNATIONAL GATHERING OF CHILDREN OF EUROPE “JOY OF EUROPE”

Children’s Cultural Center Belgrade, cultural institution founded by the City of Belgrade is the organizer of several children’s manifestation, among which the biggest and the most meaningful is the “Joy of Europe”. Back in the 1969, Children’s Cultural Center Belgrade (then Dom Pionira) started the initiative to organize an encounter of European children which would mark the 5th of October, the International children’s day. Since then, the first week of October, Belgrade young ones host in their families several hundreds of their peers from all around Europe. The manifestation participants are children of the age from 7 to 15. The carnival in the city center, the concert “Friendship Gatherings”, International arts concurs, half day program in Ada Ciganlija, the Gala concert and a big party are program segments of the manifestation which enrich year after year the cultural image of the city and bring to the children numerous possibilities for entertainment and socializing. The big Gala concert is attended by several thousands of children in the direct TV broadcast. Since 1997 children of the world are invited to participate in the International art concurs the “Joy of Europe” whose topic is always the “Friendship vocabulary”, composed by Duško Radović, children’s big friend. The vocabulary contains words: Europe, friend, freedom, bird, child, mom, dad, sun, joy, book, peace, bread, song, love and play. The professional jury chooses the best works and awards them with medals, and during the manifestation there is an exhibition with chosen works. Every year, between 10 and 30 thousand of children artwork comes in. In different daily programs of the manifestation, Belgrade becomes children’s European capital which sends out to the world the best image of itself, its culture, tradition and hospitality. The fact that the children are the best ambassadors of good will and most honest bearers of the energy of friendship, tolerance and harmonic interception of difference, is also shown by **the message from the General Secretary of the OUN, Mr. U Tant, to “Joy of Europe” Festival in Belgrade in 1970:** “It’s with great pleasure that I direct this message and greetings to the encounter of European children – “Joy of Europe” which is being held in Belgrade, regarding the World children’s day. The main goals of this manifestation are very praiseworthy. The children of the Europe, expressing solidarity with the children of the world and promoting mutual understanding and friendship through the universal cultural medium – song and dance - give a beautiful example and an important contribution to the principles and goals of the United Nations. It is especially meaningful that the children from the more progressed and developed nations have the opportunity to manifest compassion for the suffering of their less fortunate peers from the parts of the world that are still developing. Today children, and tomorrow leaders, will be given a chance to become deeply aware of the international reality and universal understanding which is a guarantee of international peace and progress in the future.”



O MEĐUNARODNOM KONGRESU KULTURNIH CENTARA - KULTURA ZA DECU I MLADE 2013 -

Dečji kulturni centar Beograd, nekadašnji Dom pionira, gradska institucija kulture od posebnog značaja za grad Beograd, organizuje Međunarodni kongres kulturnih centara – Kultura za decu i mlade, od 23. do 25. maja 2013. godine, u Dečjem kulturnom centru Beograd, Takovska 8. Kongres se organizuje u okviru programskog ciklusa dkcb.rs -**INTERAKCIJA**, uspostavljenog 2010. godine.

Međunarodni kongres kulturnih centara – Kultura za decu i mlade - namenjen je kulturnim centrima i drugim ustanovama kulture u Srbiji, regionu i Evropi, prevashodno onima čiji su programi usmereni ka deci i mladima. Sva predavanja će biti simultano prevedena na srpski i engleski.

Učesnici kongresa imaju priliku da se u okviru interaktivnih predavanja i radionica susretnu sa stručnjacima iz oblasti kulture za decu i mlade.

Glavne teme o kojima će govoriti domaći i gostujući predavači su:

- Uloga kulturnih centara u odrastanju dece i mladih
- Kulturni centri kao dopuna školskom sistemu
- Metodologija rada sa decom i mladima
- Razvoj kulturnih potreba kao deo kulturne politike (Učešće odraslih u kulturnim dešavanjima kao posledica razvijanja kulturnih potreba u mladosti)
- Razvoj strategija odnosa s javnošću u institucijama kulture za decu
- Animiranje privatnog i civilnog sektora, stručne javnosti i stručnih timova u ustanovama kulture
- Značaj interkulturalnog dijaloga
- Uloga jezika i kulture u budućnosti Evrope
- Ekonomika kulture

Cilj susreta je skretanje pažnje na značaj i ulogu ustanova kulture u razvijanju kulturnih potreba kod dece i mladih kao važnog segmenta za razvoj individualizma, kreativnosti, društvene svesti i svesti o drugome.



ABOUT INTERNATIONAL CONGRESS OF CULTURAL CENTERS - CULTURE FOR CHILDREN AND YOUTH 2013 -

Children's cultural center Belgrade, which used to be Dom Pionira, is a city institution which has a special meaning for Belgrade, organizes an International congress of cultural centers – Culture for children and youth, from 23rd until the 25th of May 2013, in Children's Cultural Center Belgrade, Takovska 8. The congress is organized within program cycle **dkcb.rs - INTERACTION**, established in year 2010.

International congress of cultural centers – Culture for children and youth – is intended for cultural centers and other cultural institutions in Serbia, the region and Europe, but first of all to those whose programs are directed towards - children and youth. All the lectures will be simultaneously translated into Serbian and English.

The congress participants will be given the opportunity to meet experts from the areas of culture for children and youth during the interactive lectures and workshops.

The main topics to be spoken about by local and guest speakers are:

- The role of cultural centers in the upbringing of children and youth
- Cultural centers as an addition to the schooling system
- The methodology of working with children and youth
- The development of cultural needs as a part of cultural politic (the involvement of adults in cultural events as a consequence of development of cultural needs in youth)
- The development of the strategies in relations with the public in cultural institutions for children
- Animating of the private and civic sector, professional public and professional teams in cultural institutions
- The meaning of the intercultural dialogue
- The role of the language and culture in the future of Europe
- Cultural economics

The goal of the encounter is to bring attention to the meaning and the role of the cultural institutions in developing cultural needs and awareness about the others.



PROGRAM MEĐUNARODNOG KONGRESA KULTURNIH CENTARA
- KULTURA ZA DECU I MLADE 2013 -

ČETVRTAK, 23. maj 2013. godine

16.00 – 17.00 časova: Registracija učesnika

17.00 časova: **Svečano otvaranje kongresa**
u Atrijumu Dečjeg kulturnog centra Beograd, Takovska 8

Govornici:

Olivera Ježina, direktor Dečjeg kulturnog centra Beograd

Katarina Živanović, sekretar za kulturu Gradske uprave Grada Beograda

Nastupa: Baletski studio Dečjeg kulturnog centra Beograd

19.00 – 21.00 časova: Koktel na brodu za učesnike kongresa

Napomena: za učesnike kongresa organizovan je prevoz od Dečjeg kulturnog centra Beograd, Takovska 8, do Beogradskog pristaništa i broda "Hrabro srce", na kome će se održati koktel povodom otvaranja kongresa. Polazak je u 18.15 časova, a povratak u 21.15 časova.



PETAK, 24. maj 2013. godine

10.00 – 11.00 časova - Interaktivna tribina:

„Uloga kulturnih centara u odrastanju dece i mladih – kreativno ispunjavanje slobodnog vremena i strategija za mlade“

Predavač: **Slobodan Mrđa**

savetnik-koordinator odeljenja istraživanja u Zavodu za proučavanje kulturnog razvitka Republike Srbije

11.00 – 11.45 časova - Interaktivna tribina:

„Razvoj publike – deca i mladi“

Predavač: **Vesna Stanišić**

dramski pisac, urednik kreativnih škola u Kulturnom centru Valentuna - Stockholm i umetnički direktor pozorišta Pigme, Švedska

11.45 – 12.15 časova - Pauza za kafu u Dečjem kulturnom centru Beograd

12.15 – 13.30 časova - Interaktivna tribina:

„Metodologija rada sa decom i mladima u ustanovama kulture“

uvodni predavač: **Olivera Ježina**

direktor Dečjeg kulturnog centra Beograd, studija slučaja: projekcija kratkometražnog igranog filma za mlade „ZID“

predavač: **dr Pol Marej**

doktor filozofije umetnosti / profesor na MAIPR programu i autor Engleske pozorišne radionice u Dečjem kulturnom centru Beograd

13.30 – 14.15 časova - Interaktivna tribina:

„Ekonomika kulture“

Predavač: **Aleksandar Stevanović**

Creation of Enterprises by Formation of Entrepreneurs - CEFE Srbija



14.15 – 14.45 časova - Pauza za kafu u Dečjem kulturnom centru Beograd

14.45 – 15.30 časova - Predavanje:

„Odrastanje u multikulturalnoj Kanadi – pouke za jugoistočnu Evropu“

Predavač: Njegova Ekselencija Ambasador Kanade **Roman Vaščuk**

15.30 – 16.15 časova - Interaktivna tribina:

“Višejezičnost u Evropi: specifičnosti, vrednost koja treba da se brani i mogućnosti za zaposlenje”

Sira Miori, direktor Italijanskog kulturnog centra u Beogradu i ataše za kulturu Ambasade Italije u Beogradu

16.15 – 20.00 časova - Slobodno vreme

20.00 – 21.00 časova - Baletska predstava:

Duško Radović, **„KAPETAN DŽON PIPLFOKS“**

u koprodukciji Dečjeg kulturnog centra Beograd i Bitef teatra

Koreografija: Isidora Stanišić, režija: Jelena Bogavac

Velika sala Dečjeg kulturnog centra Beograd, Takovska 8

Napomena: slobodan ulaz za učesnike kongresa



SUBOTA, 25. maj 2013. godine

10.00 – 11.00 časova - Interaktivna tribina:

„Program kulturne animacije i edukacije - podsticanje kulturnih potreba u procesu obrazovanja i stvaranje nove publike“, Studija slučaja: program **„Kako se sluša koncert“**

Predavač: **Jasna Dimitrijević**
direktor Zadužbine Ilije M. Kolarca

11.00 – 11.45 časova - Interaktivna tribina:

„Razvoj strategija odnosa s javnošću u institucijama kulture za decu“

Predavač: **mr Ivana Teodorović**, magistar odnosa s javnošću i multimedijalnih komunikacija / PR menadžer DKCB-a i manifestacije RADOST EVROPE

11.45 -12.15 časova – Pauza za kafu u Dečjem kulturnom centru Beograd

12.15 – 13.00 časova - Interaktivna tribina:

„Kulturni centri kao dopuna i alternativa školskom sistemu“

Predavač: **Dalibor Stojanović**, menadžer iz oblasti kulture i medija / organizator - producent programa Dečjeg kulturnog centra Beograd i manifestacije RADOST EVROPE

13.00 – 13.45 časova - Studija slučaja: **Kreativne radionice „Playroomgirl“**

Predavač: **Ivana Jovanović Arsić**, Udruženje „Kulturis“ International Cultural Projects - edukacija putem kulture

13.45 – 14.15 časova - Pauza za kafu u Dečjem kulturnom centru Beograd

14.15 – 15.15 časova - Interaktivna tribina:

„Animiranje privatnog i civilnog sektora, stručne javnosti i stručnih timova u ustanovama kulture“

Predavači: **Helmut Frilinghaus i Jakob Konrat** - Gete Institut u Beogradu



15.15 – 16.00 časova - Rezime i zaključci Međunarodnog kongresa kulturnih centara

16.00 časova - Koktel za učesnike kongresa u Dečjem kulturnom centru Beograd
povodom zatvaranja kongresa

Napomena: preporučujemo da za vreme trajanja pauza za kafu u Dečjem kulturnom centru Beograd pogledate izložbu MUDROST ČULA - DEČJE LIKOVNO STVARALAŠTVO studenata Fakulteta likovnih umetnosti i Fakulteta primenjenih umetnosti u Beogradu na temu: Metodika rada sa decom, kao i izložbu DEČJE LIKOVNO STVARALAŠTVO HONG KONGA - KINA. Za eventualna stručna pojašnjenja i vođenje kroz izložbe, na raspolaganju će vam biti gospođa Lidija Seničar, urednik Dečje galerije.



THE PROGRAM OF INTERNATIONAL CONGRESS OF CULTURAL CENTERS
- CULTURE FOR CHILDREN AND YOUTH 2013 -

THURSDAY, 23rd May 2013

16:00 – 17:00 hours - Registration of the participants

17:00 hours - **Opening ceremony of the Congress**
Atrium of the Children's cultural Center Belgrade, Takovska 8

Keyspeakers:

Olivera Ježina, the director of Children's Cultural Center Belgrade

Katarina Živanović, the Secretary for culture of the City administration of Belgrade

Performance: Ballet Studio of Children's Cultural Center Belgrade

19:00 – 21:00 hours - Cocktail party on board for the participants

Note: participants of the congress have organized transport from Children's Cultural Center Belgrade, Takovska 8 to Belgrade pier and ship "Braveheart", on which the opening cocktail will take place. Departing at 18:15 and return at 21:15.



FRIDAY, 24th May 2013

10:00 – 11:00 hours - Interactive discussion:

“The role of cultural centers in the upbringing of children and youth – creative fulfillment of free time and strategy for the youth”

Speaker: **Slobodan Mrđa**

the consultant/coordinator for the research Department for the study of the cultural development of the Republic of Serbia

11:00 – 11:45 hours - Interactive discussion:

“The development of the audience – children and youth”

Speaker: **Vesna Stanišić**

playwright, editor of creative schools in the Cultural center Valentuna - Stockholm and art director Pigme theater, Sweden

11:45 – 12:15 hours: Coffee break in Children’s Cultural Center Belgrade

12:45 –13:30 hours: Interactive discussion:

“Methodology of working with children and youth in cultural institutions”

Opening word: **Olivera Ježina**, director of Children’s cultural center Belgrade, Case study: projection of the short movie for the youth **“THE WALL”**

Paul Murray, PhD

PhD in Philosophy of art / professor in MAIPR program and the author of the English Language Youth Theater in Children’s cultural center Belgrade

13:30 – 14:15 hours - Interactive discussion:

“Cultural Economics”

Speaker: **Aleksandar Stevanović**

Creation of Enterprises by Formation of Entrepreneurs - CEFE Serbia



14:15 – 14:34 hours - Coffee break in Children’s cultural center Belgrade

14:4 – 15:30 hours - Lecture:

“Coming of age in multicultural Canada: what lessons can South East Europe conclude?”

Speaker: His Excellency the Ambassador of Canada **Roman Waschuk**

15:30 – 16:15 - Interactive discussion:

**“Multilingualism - CULTURE DIVERSITY IN EUROPE: specificity, a value to be defended,
a job opportunity”**

Speaker: **Sira Miori**

director of Italian cultural center in Belgrade and Counsellor for Cultural Affairs of the Embassy of Italy in
Serbia

16:15 – 20:00 - Free time

20:00 – 21:00 - Ballet performance:

Duško Radović, **"CAPTAIN JOHN PEOPLEFOX"**

co-production of Children’s Cultural Center Belgrade and Bitef theater

Choreography by: Isidora Stanisić, directed by: Jelena Bogavac

Big Hall of Children’s Cultural Center Belgrade

Note: Free admission for the congress participants



SATURDAY, 25th May 2013

10:00 – 11:00 hours - Interactive discussion:

“Program of cultural animation and education – encouraging cultural needs in the educational process and creating a new audience”, Case study: program **“How to listen to a concert”**

Speaker: **Jasna Dimitrijević**

director of Ilija M. Kolarac Foundation

11:00 – 11:45 hours - Interactive discussion:

“Development of public relations strategies in children’s cultural institutions”

Speaker: **Ivana Teodorović**, MA in public relations management and multimedial technologies / PR manager of Children’s Cultural Center Belgrade and Joy of Europe Festival

12:15 – 13:00 - Interactive discussion:

“Cultural Centers as a supplement and an alternative school system”

Speaker: **Dalibor Stojanović**, MA in cultural policy and management / organizer - producer of the program of Children’s Cultural Center Belgrade and Joy of Europe Festival

13:00 – 13:45 hours - Case study: **Creative workshop “Playroomgirl”**

Speaker: **Ivana Jovanović Arsić**

“Kulturis” Association, International Cultural Projects – education via culture

13:45 – 14:15 - Coffee break in Children’s Cultural Center Belgrade

14:15 – 15:15 hours - Interactive discussion:

“Animating the private and civil sector, professional public and professional teams in cultural institutions”

Speakers: **Helmut Frielinghaus, Jakob Konrath** – Goethe Institute in Belgrade



15:15 – 16:00 hours - Summary and conclusions of International Congress of cultural centers

16:00 - Closing Cocktail party in Children's Cultural Center Belgrade for the participants of the congress

Note: We recommend for the coffee breaks at the Children's Cultural Center Belgrade the exhibition WISDOM OF SENSES - CHILDREN'S ART WORK by students of the Faculty of Fine Arts and Faculty of Applied Arts in Belgrade. The theme is: Methods of working with children. Also, we recommend exhibition CHILDREN'S ART WORK OF HONG KONG - CHINA. For any clarification and guidance through the exhibition, Mrs. Lidija Seničar, editor of the Children's Gallery, will be at your disposal.



SAŽECI PREDAVANJA I PROGRAMA

SLOBODAN MRĐA

Uloga kulturnih centara u odrastanju dece i mladih - kreativno ispunjavanje slobodnog vremena i strategija za mlade

Deca su najveći potencijal svakog savremenog društva i najvažnija investicija u budućnost. Zbog toga, jedan od najvažnijih strateških ciljeva svakog modernog društva mora da bude da deca dobiju, prvenstveno, što bolje obrazovanje, koje će im, sa druge strane, omogućiti puni razvoj kreativnih potencijala da bi kao uspešni i zreli ljudi zauzeli svoje mesto u društvu i dali lični doprinos njegovom napretku i modernizaciji. Značaj aktivnosti u slobodnom vremenu za psihički, kognitivni i socijalni razvoj dece i mladih prepoznat je u većini savremenih društava. Tematski, ovo je veoma razuđena oblast aktivnosti koja pokriva učešće mladih u kulturi (kulturna participacija), uključenost u medijski i informatički prostor, zabavu, sportske aktivnosti, udruživanje mladih i njihovo delovanje kroz organizacije, asocijacije i neformalne grupe, kao i jedan deo obrazovnih aktivnosti van redovnog školovanja. Upravo zbog toga, buduća Nacionalna strategija za mlade bi trebalo da razmatra kvalitet slobodnog vremena preko aktivnosti u ovim segmentima. S obzirom na to da aktivnosti u slobodnom vremenu u velikoj meri doprinose emocionalnom i socijalnom razvoju dece i mladih, važno je preduzeti sve mere za unapređenje mogućnosti za kvalitetno provođenje slobodnog vremena dece i mladih. S obzirom na to da najnovija istraživanja pokazuju da je nivo kulturne participacije mladih veoma nizak (oko 85.8 % srednjoškolaca retko ili nikada ne posećuje muzeje, a 79.0 % retko ili nikada ne posećuje galerije, dok 77.8 % srednjoškolaca retko ili nikada ne posećuje pozorišne predstave), ali i da preko 85,0 % srednjoškolaca u Srbiji ne učestvuje u kulturnoj produkciji, bez obzira na nivo participacije, uloga i aktivnost kulturnih centara za mlade su još značajnije i potrebnije. Upravo zbog toga, uloga kulturnih centara za decu je od fundamentalnog značaja za formiranje kulturnih navika i kulturnih praksi u budućnosti. Dečiji kulturni centri, koji u osnovi imaju misiju razvoja dečje kreativnosti i kulturnih navika, obabzbeđuju dostupnost kulturnih sadržaja deci predškolskog i školskog uzrasta, što predstavlja veoma važan segment procesa razvijanja umetničke kreativnosti i umetničkog obrazovanja. S obzirom na to da se u našem sistemu obrazovanja edukacija iz oblasti kulture i umetnosti, najčešće, ne sprovodi ili je zapostavljena, razvijanje umetničke kreativnosti dece u ustanovama kulture za decu je suštinski važna dopuna procesa obrazovanja. Posebna vrednost programa namenjenih slobodnom vremenu dece i mladih ogleda se u unapređivanju kvaliteta života i ostvarivanju prava na kvalitetan život, kao i u mogućnosti prevencije različitih bolesti zavisnosti i socijalno devijantnih ponašanja.



VESNA STANIŠIĆ

Razvoj publike – deca i mladi

Pogledajmo kako izgleda pozorište za decu jedne zemlje, znaćemo koliki je stepen demokratije te zemlje. Obratimo pažnju na status kulture za decu i mlade u jednom društvu, biće nam jasno koji je status deteta u tom društvu. U svakom prostoru i u svakom sistemu se ponavlja da je u deci budućnost, ali je u nekima istovremeno, status deteta i onih koji za njih i sa njima stvaraju, do te mere na niskom nivou, da se ovaj akom svodi na retoričku frazu, koju je potrebno iznova dokazati, jer deca su najveća, ali i najmanje upadljiva manjina, o kojoj odlučuje velika, a neupadljivija većina, to jest odrasli.

Ukoliko pozorište za decu i mlade, pa i celokupna kulturna ponuda, ne polaze iz perspektive deteta, ukoliko nisu na nivou očiju svoje publike, utoliko više se komunikacija zasniva na odnosu jakih prema slabijim. Kultura uopšte, a posebno pozorište za decu i mlade, ima ozbiljnu ulogu u buđenju, negovanju i snaženju kritičke misli svakog mladog pojedinca.

Deca nisu daleka, niti apstraktna budućnost, u njihovim rukama će kroz samo par godina biti naša svakodnevnicica. Da li će biti samouvereni ili iskompleksirani, da li će misliti svojom glavom ili će biti laki za manipulaciju, da li će o drugima, pa i o nama, donositi odluke iz svoje perspektive, verujući da najbolje znaju šta je drugima, pa i nama potrebno ili će biti odlučni, a harmonični, odgovorni, a poštovati prava drugih? Moć pozorišta, odnosno kulture za decu i mlade, a tu se misli na svaki momenat u procesu stvaranja, distribucije i konačnog susreta u pozorišnoj ili nekoj drugoj sali, nije samo moć nad sadašnjom ili budućom publikom. U pitanju je odgovornost odraslih u kakve će osobe deca izrasti i u čijim će rukama biti moć kada se bude kreirao sutrašnji dan.



OLIVERA JEŽINA

Studija slučaja: kratkometražni igrani film „ZID“ Produkcija: Dečji kulturni centar Beograd (2012)

Prvi put u istoriji Dečjeg kulturnog centra Beograd napravljen je kratki igrani film u samostalnoj produkciji Dečjeg kulturnog centra Beograd. Ideja za film „ZID“, koji se bavi mogućim posledicama nasilja u porodici, nastala je posle anketiranja mladih, uzrasta od 13 do 19 godina, koji su učestvovali u interaktivnim tribinama Dečjeg kulturnog centra Beograd.

Kratkometražni film „ZID“, u režiji Marka Stankovića i Gorana Joksića, koji potpisuje i scenario, nagrađen je specijalnom nagradom u kategoriji kratkog igranog filma u selekciji „Traganje“, na 6. Međunarodnom festivalu dokumentarnog i kratkog igranog filma „PRVI KADAR - ŽIVOT FILMA“ u Sarajevu. Žiri smatra da ovaj film predstavlja veoma inventivan spoj između likovnog, simboličkog, fotografskog i igranog segmenta, na način da se ni jednog trenutka ne gube primarne karakteristike žanra, da su dosledno date i zaokružne sve temeljne dramaturške, režijske i glumačke sekvence. Posebnu vrednost predstavlja simbolički plan ostvaren preko animacije i fotografije. U tom kontekstu je realizovana i glumačka igra, jer protagonisti ovog filma ni jednog trenutka ne odstupaju od primarnih parametara i na veoma uspeo način brane postavljene zadatke, te se i na taj način ovaj film doživljava kao potpuna, dramaturško-režijski zaokružena umetnička celina.

dr POL MAREJ

Metodologija rada sa decom i mladima u institucijama kulture za decu

Tokom proteklih pet godina sam u Dečjem kulturnom centru Beograd razvio program pod nazivom Engleska pozorišna radionica, namenjenu lokalnoj deci uzrasta od 7 do 17 godina. Sada ona uspešno okuplja preko 70 redovnih polaznika i ima tri različita cilja: da pomogne deci da postanu sigurni i tečno govore engleski jezik, da steknu veštine pozorišnih stvaralaca i izvođača, kao i da postanu kvalifikovani članovi grupe sa razumevanjem svojih odgovornosti i kreativnih potencijala. Tokom ovog izlaganja ja ću dati kratak uvid u neke od metoda koje se koriste za postizanje ovih ciljeva i razmotriću značaj rada koji se odvija u okviru institucija kulture. U okviru izlaganja izvešću kratku pokaznu vežbu iz metodologije rada sa učesnicima kongresa.

ALEKSANDAR STEVANOVIĆ **Ekonomika kulture**

Aleksandar Stevanović će prezentovati koncept kreativnih industrija i načine kako se dominantno putem tržišnih mehanizama može finansirati kultura. Pored finansiranja putem tržišnih mehanizama biće identifikovani javni izvori finansija, a koji nisu poreklom iz budžeta Republike Srbije odnosno lokalnih samouprava.

JASNA DIMITRIJEVIĆ **Program kulturne animacije i edukacije - podsticanje kulturnih potreba u procesu obrazovanja i stvaranja nove publike**

Jasna Dimitrijević će prezentovati projekat „KAKO SE SLUŠA KONCERT“ - program kulturne animacije i edukacije (namenjen deci uzrasta do 12 godina). Osnovni ciljevi programa su: podsticanje kulturnih potreba u procesu obrazovanja, popularizacija klasične muzike i stvaranje nove publike Kolarčeve koncertne dvorane.



POZORIŠNA PREDSTAVA „KAPETAN DŽON PIPLFOKS“

Pozorišna predstava za decu „Kapetan Džon Piplfoks“, po tekstu Duška Radovića, premijerno je izvedena na sceni Dečjeg kulturnog centra Beograd aprila 2012. godine kao deo centralne proslave jubileja – 60 godina rada Dečjeg kulturnog centra Beograd.

U koprodukciji Dečjeg kulturnog centra Beograd i Bitef teatra nastala je ova plesna predstava, po konceptu Isidore Stanišić, koja je uradila koreografiju i u režiji Jelene Bogavac, koja potpisuje i adaptaciju teksta.

Plesna predstava Kapetan Džon Piplfoks rezultat je želje da se plesni teatar približi najmlađoj publici, koja se kroz doživljaje čuvenog Kapetana Piplfoksa upoznaje sa umetnošću igre. Osim igrača Bitef Dens Kompanije i dva glumca, u predstavi učestvuju i učenice Baletske škole Lujo Davičo.

Reč rediteljke Jelene Bogavac:

„Kapetan Džon Piplfoks je dramski tekst Dušana Radovića koji je obeležio moje detinjstvo. Danas, dok ga ponovo iščitavam, razumem: Svako buduće vreme imaće svog Kapetana. Takva je sudbina genijalnih tekstova. Takva je lepa sudba zadesila i ovaj dramski tekst, koji je priručnik humora i satire za početnike (ili za one koji su zaboravili da se raduju), ali i škola hrabrosti i imaginacije. Savršeno dosledno sprovedena igra za decu, slavni pohod na čudovište iz kineskog mora, ironizuje i osavremenjuje bajkovitu, arhetipsku sliku - boja protiv zmaja, nudeći rešenje u kom se jednače smeh i hrabrost, pamet i mašta. Ona nam pomaže da u razumevanju života, u pobeđivanju života, naučimo da shvatamo stvarno kroz izmišljeno, zadato kroz željeno. Uči nas da volimo pobedu kao poraz i vice versa, kao i da nikada ne odvajamo ta dva pojma u mozaiku osećajnosti svojih ljubavi. Uči nas da se pametno smejemo, da se opametimo, gledajući iz ličnog, pomalo uvrnutog, pomalo stvarnog, a pomalo sanjanog ugla.

Na vama je, naša uvažena publiko, da manete veslom dobrog raspoloženja i dunete u jedra broda Osveta! Da nastavimo da se svetimo dosadnoj pravilnosti sveta, kezeći čeljusti pune smeha. Aždaje čekaju iza svakog ugla – da budu pobeđene. Osmeh i oprez!“



Razvoj strategija odnosa s javnošću u institucijama kulture za decu

Stvaranje uspešnih odnosa s javnošću i formulisanje razvoja strategije procesa komunikacije u specijalizovanim institucijama kulture, tačnije kulturnim centrima koji su namenjeni određenoj populaciji, u ovom slučaju deci, postaje imperativ u savremenom poslovanju. Za uspešno pozicioniranje u javnosti i dugoročno stvaranje ugleda, institucije kulture za decu moraju imati definisanu komunikacionu strategiju nastupa u javnosti, u cilju stvaranja šire društvene (nacionalne i internacionalne) podrške njihovoj programskoj orijentaciji. Podrška javnosti je od suštinskog značaja za sam opstanak ovakvih institucija, s obzirom da krajnji cilj institucija kulture, naročito državnih, nije profit (zarada), već viši društveni cilj, koji bi u institucijama kulture za decu bio omogućavanje svestranog razvoja dečjih potencijala.

Za institucije kulture za decu značajan ciljni segment predstavljaju upravo deca, koja kao ciljna grupa imaju veoma specifična obeležja, pa samim tim neophodno je da se za njih razviju posebne strategije komunikacije, koje bi, pored zabavne i atraktivne, trebalo da imaju i pedagošku dimenziju. Animaciono-edukativne oblike (kreativne radionice, predavanja, tribine, izložbe...) služba za odnose s javnošću u instituciji kulture za decu treba da iskoristi kao povod da se kreira i realizuje specijalni događaj, koji bi bio interesantan i atraktivan prvenstveno deci, a onda i široj javnosti.

Uloga institucija kulture je od izuzetne važnosti u procesu stvaranja kulturnih potreba i navika kod dece, pri čemu je komplementarna sa ulogom obrazovnog sistema i masovnih medija. Škola razvija interesovanja i senzibilitet, a masovni mediji i institucije kulture takvo interesovanje produbljuju i učvršćuju atraktivnim i kvalitetnim programima. Menadžer za odnose s javnošću u kulturno-obrazovnoj delatnosti upravo se i razlikuje od PR menadžera iz drugih oblasti po tome što vrši animacionu delatnost usmerenu na decu i mlade, koja ima cilj da stvori novu publiku i probudi interesovanje za određeno umetničko delo i aktivnosti institucije. Da bi se doneli zaključci i dali predlozi za najkvalitetnije predstavljanje institucije kulture za decu u javnosti, neophodno je izvršiti najpreciznije analize, što bi značilo sjediniti analize samih programa koji se odvijaju u instituciji i istraživanja relevantna za oblast odnosa s javnošću i marketinga (istraživanje tržišta i korisnika/publike), potom definisati misiju institucije, viziju, ciljeve, kratkoročne i dugoročne planove i stvoriti svest o tržišnom i strategijskom razmišljanju.



DALIBOR STOJANOVIĆ

Kulturni centri kao dopuna i alternativa školskom sistemu

Kreativnost, shvaćena kao sposobnost rešavanja misaonih problema i sposobnost stvaranja nečeg novog, ostaje zapostavljena osobina na uštrb učenja gotovih instant rešenja. U pomoć mora priteći kulturni sistem, koji će, kao nadogradnja školskom, pružiti deci mogućnosti da razvijaju ovaj segment ličnosti kroz razne van-nastavne aktivnosti.

Najelegantnije rešenje je učenje kroz umetnost i stoga je umetničko obrazovanje ta delatnost koja treba da bude tačka susreta dva sistema, koji će, jedan u nastavi, a drugi u domenu vannastavnih aktivnosti i slobodnog vremena, raditi na tome da savremena deca izrastu u uspešne i sposobne odrasle. Međutim, to nije lak zadatak. Da bi se napravio pomak, potrebno je da se naučno razjasni šta znači kreativnost i zašto je ona važna za svaku ličnost. Nakon toga je potrebno videti kakva je situacija u našoj zemji, sa naglaskom na situaciji u glavnom gradu i središtu u svakom smislu, Beogradu.

Konkretizacija u izlaganju će doći sa izučavanjem ustanove kulture za decu koja će poslužiti kao studija slučaja – Dečji kulturni centar Beograd, koja ima ambiciju da stane na vrh hijerarhijskog sistema insitucija kulture za decus i da radi na razvoju dečje kreativnosti u našem društvu. Biće pomenuta i konkretna inicijativa koju je ova institucija pokrenula na ovu temu, kao i preporuke u smislu menadžmenta u kulturi, odnosno šta bi trebalo uraditi kako bi ustanova izabrana kao studija slučaja dugoročno i sistemski postigla svoj cilj i time postala primer za ostale slične insitutucije i inicijative.

IVANA JOVANOVIĆ ARSIĆ

Studija slučaja: Kreativne radionice Playroomgirl

Kreativne radionice Playroomgirl je međunarodni projekat koji je pokrenulo udruženje Kulturis u saradnji sa španskom organizacijom Neuronit. Cilj projekta, namenjenog devojkama uzrasta od 13 do 16 godina, bilo je razvijanje kreativnosti i podsticanje umetničkog izražavanja kroz fotografiju, kao i razvijanje kritičkog odnosa prema ustaljenim rodnim stereotipima vezanim za ulogu žene u savremenom društvu. Projekat, podržan od strane Ministarstva kulture Srbije, realizovan je tokom jula 2012. godine u prostorijama Nove akademije umetnosti u Beogradu. Tokom radionica devojčice su se upoznale sa tehničkim i umetničkim osnovama fotografije, informatičkim programima za njihovu obradu i korišćenjem Web 2.0 u cilju predstavljanja svojih radova. Kao polazna tačka za analizu uloge žene u savremenom društvu koristile su se fotografije umetnica poput Sindi Šerman, Dorotee Lang, Dijane Arbuse, Marine Abramović. Devojčice su nakon komentara scena viđenih na fotografijama iznova interpretirale iste i smenjujući se u ulozi fotografa i modela, stvorile sopstvene fotografije. Nastali radovi objavljeni su na web stranici Kulturis-a, www.kulturis.org, a predstavljeni su i na izložbi koja se održala decembra 2012. godine u Galiciji. Projekat Playroomgirl deo je šireg, međunarodnog programa koji se od 2006. godine organizuje u Španiji i Meksiku, a čiji je osnovni cilj unapređenje uslova života žena i devojaka putem umetnosti i novih tehnologija. Namera nam je da tokom izlaganja na Kongresu predstavimo iskustva nastala tokom pripreme i realizacije projekta, kao i osnovne zaključke do kojih smo došli u saradnji sa stručnim saradnicima i inostranim kolegama.

SIRA MIORI

Višejezičnost kao kulturna raznolikost Evrope - specifičnosti, vrednost koja se brani, prilika za zaposlenje

NJ.E. ROMAN VAŠČUK

Odrastanje u multikulturalnoj Kanadi – pouke za jugoistočnu Evropu



Modeli partnerstva sa školama

1. Škole - partneri budućnosti

Šta je inicijativa: “Škole - partneri budućnosti (PASCH)”? PASCH je svetska mreža od 1500 partnerskih škola koji znatno vrednuju nastavu na nemačkom jeziku. Mreža ima za cilj održavanje interesovanja mladih ljudi o Nemačkoj i nemačkom jeziku - posebno u prioritnim regionima Azije, Bliskog istoka i Centralne i Istočne Evrope. PASCH pomaže da se razviju dugoročne veze sa Nemačkom i inspirišu škole, nastavnici i učenici da učestvuju u međusobnoj saradnji. Kao deo ove saradnje PASCH podržava svoje partnerske škole širokim spektrom usluga, kao što su: kadar i oprema za podršku, kvalifikacije, saveti i obuka, stipendije za učenike i nastavnike, networking itd. Goethe-Institut Beograd za sada podržava 9 partnerskih škola.

2. Škole - laboratorije budućnosti

Nauka, tehnologija, inženjerstvo i matematika (STEM) identifikovani su kao nauke od vitalnog značaja za budućnost radne snage Evrope (REF). Program “Škole - laboratorije budućnosti” ima za cilj da se škole integrišu na stranom jeziku, samostalno usmeravaju učenje u oblasti nauke i tehnologije u okviru nacionalnih programa u Jugoistočnoj Evropi. Partneri / pridružene partnere / glavni učesnici u Srbiji su: Ministarstvo prosvete Republike Srbije, Goethe-Institut Beograd, Britanski savet u Beogradu, Nemačka privredna komora u Srbiji, udruženja nastavnika, srednje škole i više škole. Projekat će uvesti u osnovnim i srednjim školama nastavu metodologije za samoupravno učenje, čime stimuliše učenike da preuzmu kontrolu nad sopstvenim procesom učenja i podsticanja nastavnika da prati svoje učenike na tom putu; povećati atraktivnost ovih predmeta, čime stimuliše učenike da se specijalizuju u ovim oblastima; koriste strani jezik u okviru ove metodologije (SJIU), kao korisno sredstvo za sticanje i razmenu znanja - Jezici otvaraju vrata. Projekat će biti sproveden u Rumuniji, Bugarskoj, Grčkoj i Srbiji u osnovnim, srednjim i stručnim školama, uz doprinos univerziteta i uz podršku ministarstava prosvete. Privredne komore su takođe uključene u iznošenju ovog projekta ka privatnom sektoru, u cilju dobijanja podrške za njihovo aktivno samostalno usmeravanje eksperimentalne nastave. Cilj ovog projekta je da bolje pripremi mlade ljude da uče i rade u Evropskoj Uniji i pre svega je usmeren na sticanje sledećih ključnih kompetencija kroz obrazovanje i osposobljavanje: komunikaciju na stranim jezicima, osnovne kompetencije u nauci i tehnologiji, učenje kako se uči i smisao za inicijativu i preduzetništvo.

SUMMARIES OF LECTURES AND PROGRAMS

SLOBODAN MRĐA

The role of cultural centers in the upbringing of children and youth – creative fulfillment of free time and strategy for the youth

Children are the greatest potential of every contemporary society and the most important investment in the future. Because of that, one of the most important strategic goals of every modern society has to be to provide children, first of all with the best education possible, which will on the other hand provide enable a full development of their creative potential so that they could, as successful and mature people, take their place in the society and bring a personal contribution to its development and modernization. The importance of free time activities for the physical and social development of children and youth has been recognized in most of the contemporary societies. Theme wise, this is a very diluted area of activity which covers the participation of the young ones in culture (cultural participation), the involvement in the media and informative space, leisure, sports activities, grouping of the youth and their acting through organizations, associations and informal groups, as well as one part of educational activities outside regular schooling. Because of that, the future National strategy for the youth should observe the quality of free time through activities in these segments. Having in mind that free time activities contribute to the emotional and social development of children and youth, it is very important to take all the measures for the improvement of possibilities for high quality free time activities in children and youth. Since the most recent researches show that the level of cultural participation of youth is extremely low (about 86.8 % of high school children, rarely or never visits museums, and 79.0 % rarely or never visits galleries, while 77.8 % of high school children rarely or never goes to theater), and that over 85.0 % of high school children in Serbia does not participate in cultural production, but even if they were participating, the role and activity of cultural centers youth are even more important and necessary. Therefore the role of cultural centers for youth is fundamental for the forming of cultural habits and practices in the future. Children's cultural centers which basically have the mission of development of children's creativity and cultural habits, provide availability of cultural contents for preschool and elementary school children, which represents a very important part of the development process of the artistic creativity and education in arts. Since that in our educational system, education in the area of culture and arts is either not conducted at all or is neglected, the development of the artistic creativity in children's cultural institution is an essential addition to the educational process. The main advantage of the programs intended for children and youth's free time is seen in the potential to improve the quality of their lives and regaining their right for a high quality life, as well as in the possibility of addiction and social deviant behavior prevention.

The development of the audience – children and youth

If we take a look on how a children's theater of a country looks like and we will know the level of democracy in the country. If we pay attention to children and youth's culture status in a society, it will be clear what the child's status in that society is. In every space and every system it is repeated that the future is in the children, but in some of them, the status of the child and the people creating for them and with them is so low, that this axiom turns out to be a rhetorical phrase that needs to be proven over and over again. Because children are the biggest but the least noticeable minority, upon which a great and unnoticeable majority decides – the adults.

If the children and youth's theater, as well as the complete cultural offer, don't start from the perspective of the child, if they are not in the eye level of their audience, the more the communications is based on the relationship of the strong ones toward the weaker ones. The culture in general and especially the theater for children and youth has a serious role in awakening, nurturing and straightening the critical thought of each young individual.

The children are not a distant nor the abstract future, our everyday life will be in their hands in no time. Will they be confident or full of complexes, will they think with their own head or will they be easy to manipulate with, will they bring other's and also our decisions from their own perspective, believing that they know what's best from others as well as for us, or will they be decisive, harmonious, responsible and respectful towards the rights of other? The power of theater, culture for children and youth, having in mind there every moment of the process of creation, distribution and final encounter in the theater or any other hall, is not only the power over the audience of today or tomorrow. It's the responsibility of the adults which determines what kind of a person the children will develop in and in whose hands will be the power of creating the tomorrow.

OLIVERA JEŽINA

Case study: Short film “THE WALL” Production: Children’s Cultural Center Belgrade (2012)

For the first time in the history of Children’s cultural center Belgrade, a short film has been made in its own production. The idea for the short movie “The Wall” which explores the consequences of family violence has been born after pooling young people between the ages of 10 and 19, which participated in the interactive discussions in the Children’s cultural center Belgrade.

The short film “The Wall” directed by Marko Stanković and Goran Joksić, whose name is signed on the scrip as well, has been awarded with a special prize in the short movie category in the selection “Searching” on the 6th International festival of the documentary and short film “First movie frame – the life of a movie” in Sarajevo. The jury finds that this film represents a very inventive combination between artistic, symbolic, photographic and played sequence, in a way where the primary characteristics of the genre are not lost for even a moment, that all the dramaturgical, directing and acting sequences have been faithfully provided. A special value is brought by the symbolical level realized through the animation and the photography. In that context the acting is realized, because the main characters of this movie do not step back from the primary parameters and in a very successful way they accomplish given tasks, which helps this movie to be regarded as a complete artistic whole.

PAUL MURRAY, PhD

The methodology of working with children and young people in cultural institutions for children

Over the past five years I have developed, at the Children's Cultural Centre Belgrade an English Language Youth Theatre (ELYT) for local children aged 7 to 17 years. Now with Over 70 regular attendees, ELYT has three distinct aims: to help children become more confident and fluent in the English language, to become skilled theatre makers and performers and to become skilled group members with an understanding of their responsibilities and creative potentials. During this presentation I will give a brief insight into some of the methodologies used to achieve these aims and discuss the significance of the work taking place within a cultural institution. Also, I will execute a short methodology workshop with the congress participants.

ALEKSANDAR STEVANOVIĆ

Cultural Economics

Aleksandar Stevanović will present creative industries' concepts and ways that culture can be funded from market mechanisms mainly. Other than financing by market mechanisms, public sources of finance, which don't come from budget of the Republic of Serbia or local self-governments will be identified.

JASNA DIMITRIJEVIĆ

Program of cultural animation and education – encouraging cultural needs in the educational process and creating a new audience

Jasna Dimitrijević will present a project „How to listen to a concert“ – cultural animation and education program (intended for children up to the age of 12). The basic goals of the program are: encouraging the cultural needs in the process of education, popularisation of classical music and creating the new audience for the Kolarac concert hall.



THEATER PLAY „CAPTAIN JOHN PEOPLEFOX“

A children's play „Captain John Peoplefox“, by the text of Duško Radović, has been performed on the scene of Children's cultural center Belgrade in April 2012 as a part of the jubilee celebration – 60 years of Children's Cultural center Belgrade's existence.

This dance play has been developed in the coproduction of Children's Cultural Center Belgrade and Bitef theater, directed and adapted by Jelena Bogavac by the concept of Isidora Stanišić. The dance play „Captain John Peoplefox“ resulted from a desire to present the dance theater to a younger audience, which gets acquainted with the art of dance through adventures of the famous Captain Peoplefox. Other than dancers from Bitef dance company and two actors, dancers from the ballet school Lujo Davicho, participate in the play.

Word from the director Jelena Bogavac:

„Captain John Peoplefox“ is a dramatic script by Duško Radović which marked my childhood. Now, when I read it yet again, I understand: Every future will have its Captain. That's the destiny of these ingenious texts. That beautiful fate also happened to this text, which is a textbook of satire and humor for beginners (or those who have forgotten how to rejoice, but it's also a school of courage and imagination). Perfectly consistently conducted children's game, the famous quest for the monster from the Chinese sea, it provides us with an ironic and contemporary view on the fairylike, archetype image – the fight against the dragon, offering a solution that balances laughter and courage, intelligence and fantasy. It helps us to understand life, to conquer life, it helps us to learn to understand reality through imagination, the given through the wanted. It teaches how to love the victory as a defeat and vice versa, and not to separate those two notions in the mosaic of our lives. It teaches us how to laugh intelligently, to smarten up by looking at life from a personal, a little crooked, a little realistic, and a little from a dreamlike point of view.

It's up to you our dear audience, to swing the paddle of good mood and blow up the sails of the ship “Vengeance”! To continue getting even with the boring regularity of the world, stretch our lips in laughter. The dragons are waiting around every corner – to be defeated. Smile and be cautious!

Development of public relations strategies in children's cultural institutions

Creating successful relations with the public and formulating the strategy for the process of communication in specialized cultural institutions, more precisely – for cultural centers intended for a specific population, in this case children, is becoming an imperative in contemporary business. For successful positioning in public and long-term image creation, children's cultural institutions need a defined communicative strategy of public presentation, in the goal of creating a wider social (national and international) support in their program orientation. The public support is crucial for survival of these kinds of institutions, having in mind that the main goal of cultural institutions, especially state ones, but a higher social goal, which in children's cultural institutions would be enabling a wholesome development of children's potential. For children's cultural institutions a significant goal segment are children themselves, which as a target group have extremely specific characteristics, and therefore it is necessary to develop particular communication strategies for them, which, other than a fun and attractive one, should also have a pedagogical dimension.

Animation-educational forms (creative workshops, lectures, discussions, exhibitions...) public relations service in a children's cultural institutions should be used as a reason to create and realize a special event, which would be interesting and attractive, to children first of all, and then to a wider public. The role of the cultural institution is extremely important in the process of creation cultural needs and children's habits, and is also complementary with the role of the educational system and mass media. The school develops interest and sensibility and mass media and cultural institutions deepen that interest and strengthen it with attractive and high quality programs.

A public relations manager in a cultural-educational area is different from a PR manager specialized in other areas by the fact that he or she animates the children and youth which has for a goal to create a new audience and awaken the interest in a specific artwork or the activities of the institution. To bring conclusions and make suggestions for a high quality public presentation of the institution for children, it is essential to perform precise analysis which would mean combine the analysis of programs being held in the institution and research relevant to area of public relations and marketing (market and target group research), then define a mission, mission, goals, long and short-term goals and create a consciousness about the market and strategic way of thinking.



DALIBOR STOJANOVIĆ

Cultural centers as a complement and alternative to the schooling system

Creativity, understood as the ability to solve mind problems and the ability to create something new, remains neglected at the expense of learning fabricated instant solutions. Help must come from the cultural system, which will as an upgrade to the schooling system, provide children with opportunities to get a variety of extracurricular activities, which will help in their personality development.

The most elegant solution is learning through the arts and arts education, therefore, that kind of education should be a meeting point of the two systems, one through educational activities, and other in the field of extra-curricular activities and free time, an in time it will help contemporary children grow into successful and capable adults. However, this is not an easy task.

To make progress, it is necessary to scientifically explain what creativity means and why it is important for each person. Then it is needed to analyse the situation in our country, emphasizing the situation in the capital and Serbia's core, Belgrade. The finalization in study will come with the research of a cultural institution for children – Children's cultural center Belgrade - which will serve as a case study. Children's cultural center Belgrade has an ambition to get to the top of the children's cultural institution hierarchy and is interested in the development of children's creativity in our society. There will be talk about a specific initiative being taken by this institution, as well as recommendations from the area of cultural management, that is, what should be done so that the institution chosen for the case study should achieve their goal in long-term and systematically manner and therefore become an example for other institutions and initiatives.

IVANA JOVANOVIĆ ARSIĆ

Case study: Creative workshop “Playroomgirl”

Creative workshops Playroomgirl is an international project started by the Kulturis association in collaboration with Neuronit, a Spanish organization. The goal of the project, intended for girls between the age of 13 and 16, was developing creativity and encouraging artistic expression through photography, as well as developing a critical relation towards typical gender based stereotypes linked to a role of woman in contemporary society. Project, supported by the Serbian Ministry of culture was realized in July 2012. in New Academy of arts in Belgrade. During the workshops the girls were acquainted with technical and artistic basics of photography, programs for their processing and the use of Web 2.0 in the goal of presenting their work. As a starting point for the analysis of the woman’s role in contemporary society photographs of artists like Cindy Sherman, Dorothea Lange, Diana Arbus and Marina Abramovich were used. The girls have, after commenting the scenes seen in photographs, reinterpreted them and switching between being models and photographers, created their own photographs. Their work has been published on Kulturis’ website www.kulturis.org, and also presented in an exhibition held December 2012 in Galicia. The project Playroomgirl is a part of a wider, international program organized since 2006. in Spain and Mexico, whose basic goal is improvement of the living conditions of women and girls through arts and new technologies. Our intention is to present our experiences gained during the preparation and realization of the process, as well as conclusions made during the cooperation with associates and foreign colleagues.

SIRA MIORI

MULTILINGUALISM AND CULTURAL DIVERSITY IN EUROPE - specificity, a value to be defended, a job opportunity

H.E. ROMAN VASCHUK

Coming of age in multicultural Canada: what lessons can South East Europe conclude?



HELMUT FRIELINGHAUS, JAKOB KONRATH

Models of partnerships with schools

1. Schools: Partners for the Future

What is the initiative “Schools: Partners for the future (PASCH)”? PASCH is a worldwide network of 1500 partner schools that place a high value on the German language. The network aims at sustaining young people’s interest in modern-day Germany and the German language – especially in the priority regions of Asia, the Middle East and Central and Eastern Europe. PASCH helps to develop long-lasting links with Germany and inspires schools, teachers and pupils to engage in a mutual cooperation. As a part of this cooperation PASCH supports their partner schools with a broad range of services such as: staff and equipment support, qualification, advice and training, language and study scholarships for teachers and pupils, networking and exchange options. The Goethe Institute Belgrade supports 9 partner-schools.

2. School Future Labs

Science, technology, engineering and mathematics (STEM) have been identified as vital to the future of Europe’s work force (REF). School Future Labs aims to integrate foreign-language, self-directed research-based learning in the fields of science and technology in national curricula in South-Eastern Europe. Partners/associated partners/main participants in Serbia are: Ministry of Education, Goethe-Institute Belgrade, British Council Belgrade, German Chamber of Commerce in Serbia, Teacher Associations, High-Schools and vocational schools. The project will: introduce in primary and secondary schools a teaching methodology for self-directed learning in STEM, thus stimulating students to take control of their own learning process and inciting teachers to accompany their students on this journey; increase the attractiveness of STEM subjects, thus stimulating more students – both boys and girls - to specialize in these areas as they pursue their education; use a foreign language as part of this methodology (CLIL), thereby making students accustomed to the use of a foreign language as a normal, useful tool for the acquisition and sharing of knowledge: Languages open doors. The project will be conducted in Romania, Bulgaria, Greece and Serbia in primary, secondary and vocational schools, with input from Universities and the support of the Ministries of Education. Chambers of Commerce is also involved in raising the visibility of this project to the private sector, with a view to obtaining their active support for self-directed, experimental teaching of STEM in CLIL. The goal of this project is to better prepare young people to study and work in the European Union.

IMPRESUM

MEĐUNARODNI KONGRES KULTURNIH CENTARA - KULTURA ZA DECU I MLADE 2013 -

Dečji kulturni centar Beograd, Takovska 8, Beograd, Srbija
23-25. maj 2013. godine

Izdavač: Dečji kulturni centar Beograd
Takovska 8, Beograd, Srbija

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BELEŠKE: / NOTES:

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MEĐUNARODNI KONGRES KULTURNIH CENTARA
- KULTURA ZA DECU I MLADE 2013 -
23 - 25. maj 2013. godine

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INTERNATIONAL CONGRESS OF CULTURAL CENTERS
- CULTURE FOR CHILDREN AND YOUTH 2013 -
23rd to 25th May 2013