

## MUSIC AND TOURISM AS MEANS OF RECONCILIATION

Presentation by **Dusan Kovacevic**



The main founder of the EXIT festival in Novi Sad, Dusan Kovacevic (LSE 2009), has been the intellectual force behind the one of the largest and most popular musical events in Europe, which has celebrated its tenth anniversary this year. Originally the festival was devised as the young generation's gesture of defying the authorities in the Milosevic-era Serbia. Fortunately, from the summer of 2001 the festival has transformed itself into trade mark of the new, liberated and democratized Serbia – attracting not just local audiences for concerts of international stars.

Moreover, EXIT has acquired an iconic Woodstock-like reputation for promotion of peace, love and reconciliation among the youths coming from former Yugoslavia, whose bloody civil war demise kept the region on front pages for the most of the 1990's. Additionally, the festival has become not just a fashionable pass time gathering and entertainment, but a generator of tourism-related businesses worth many millions of Euros. More

specifically, in his work Kovacevic examines the emerging cluster of a local tourism development initiative, which is the first post-war tourism cooperation among youth tourism stakeholders in the Western Balkans region.

Kovacevic offers an organizational model for a peace-oriented tourism development in the conflict regions. As Mansfeld (1999) correctly notes - *If security situations and political decisions were solely in the hands of the tourism industry (...) violence would never have taken place.* Finally, as European institutions have the most significant impact on political and economic trends in the Western Balkans, a special emphasis is given to the implications of an EU policy towards this region.

Thursday 6 October 2011  
19:30  
Wolfson Theatre  
New Academic Building  
LSE

## iLIBRARY - DIGITAL HERITAGE FOR DIASPORA

Presentation by **Veljko Zizic**



Veljko Zizic (LSE 2000), founder of the Mala Biblioteka and iLibrary – iBiblioteka, trained economist and the father of three lives in London since early 1990's. During his years at the LSE, Veljko was one of the founders and first president of the Serbian LSE Society. Permanently settling in London, Veljko and his wife Dr Snezana Pejic (LSE 2008) in 2000 established a non-profit institution – St. Sava Children's Library, situated at the Serbian Orthodox Church in London.

Living in the digital era, with the Internet virtually erasing the factors of time, distance and reducing operational costs dramatically, gave Veljko a new idea how to revamp his voluntary work of providing cultural contents to his own and other people's children in diaspora. Mala Biblioteka ("Wee Library") - the product of this initiative - was opened to the public in June 2010 as an interactive, internet-based, Serbian language portal. Mala biblioteka (www.malabiblioteka.net) - the library for children - today has over 15,000 members in

over 100 countries. Cultural heritage or content in various forms (linguistic, musical, poetic, literary, theatrical etc.) is recreated in electronic formats, made interactive, expanded through value-added electronic supplements (such as audio) and available through the Internet to its members around the world.

The success of Mala Biblioteka prompted Veljko and his creative team to develop iBiblioteka (www.ibiblioteka.net) - the broader library for young people and adults. Its official launch is in October 2011. Veljko's presentation during DIFFERENT FACE OF SERBIA demonstrates how such a sophisticated concept can be of use to any nation concerned with preserving its cultural identity in diaspora.

Thursday 6 October 2011  
20:00  
Wolfson Theatre  
New Academic Building  
LSE

## CINEMA KOMUNISTO

A Film about a Country That No Longer Exists



Mila Turajlic (1979), author of the award-winning documentary film CINEMA KOMUNISTO (2011), is a political scientist who studied film in Belgrade, in addition to international relations and media at the London School of Economics and Political Science. It took combining of her multiple talents, skills and educational backgrounds to devise, research and create a movie about a country that no longer exists.

Mila was inspired to make this film when she visited the Avala Film Studios on a suburban hill in Belgrade, and discovered a treasure trove of old film footage amid a rotting ghost town of abandoned movie sets. The Avala film studios were founded in 1945 by the cinema-obsessed Tito. Living a life of Hollywood-style glamor, it was no surprise that Tito socialized with the likes of Sophia Loren, Carlo Ponti and Orson Welles. Richard Burton accepted to play Tito in a 1973 war film Battle on Sutjeska, for which he received the first one million dollar fee in the history of the film industry.

Using archive film footage and contemporary interviews, Mila Turajlic explores how the cigar-chomping Communist dictator Josip Broz Tito used film to create an idealized mythology aimed at holding the fragile multi-ethnic country together. Miss Turajlic tells the story through the eyes of Leka Konstatinovic, Tito's personal projectionist, who showed Tito a film every night for 32 years. Hovering over the film are the Balkan wars of the 1990's. After the death of Yugoslavia's illusionist-in-chief in 1980, the Tito's grand vision of a united country proved – like the Avala Film Studio itself – unsustainable.

Thursday 13 October 2011  
19:30 – 21:00  
Wolfson Theatre  
New Academic Building  
LSE

## DIFFERENT FACE OF BLUES

Performance by **Katarina Pejak**



Living and travelling between Boston and Belgrade is what gives vocalist and pianist Katarina Pejak (1990) inspiration for her lifetime music adventure in blues. Although she performs and composes what many call "old fashioned music", Katarina has wide following in Serbia and her debut album "Perfume & Luck" has been a Top 5 seller for many weeks at the Belgrade's largest music store Volcano.

Classical piano training Katarina received at the Mokranjac Music School in Belgrade. Infatuation with the blues came from home – her parents are not only music fans, but also well-known Belgrade concert promoters. So it was not a surprise when in 2010 Katarina received a call and scholarship from the most prestigious jazz academy in the world, Berklee College of Music, to study songwriting and perform

with the world's leading music talents.

Katarina's performance during the DIFFERENT FACE OF SERBIA launch event at the London LSE will be her UK debut - presenting different face of contemporary blues, not only Serbian, but the world's.

"Listening to Katarina Pejak's debut album 'Perfume & Luck' will not take you back in time and the environment of a smoky blues joint, with an out-of-tune upright piano and loud audience. Katarina treats the traditional blues sources with respect, but adds incredible freshness and credibility of now and here to it. In such manner, her music acquires unique accessibility with wider audiences, making her work 'evergreen' in the best sense of that word."

– Nikola Markovic, weekly NIN,  
28 July 2011

## CHEVROLET YOUNG CREATIVE

Presentation by **Matija Munjiza Petrovic**



The last minute addition to the DIFFERENT FACE OF SERBIA's roster of world-class artists from Serbia is Matija Munjiza Petrovic (1989), currently finishing studies of TV and film camera at the Belgrade's Academy of Arts, ranked first in his class. He made his debut film at the age of 10, and so far has authored 14 documentary and feature films and two video clips. He is rewarded with many prizes as the author of documentary and

short films; Golden Medal on 48th Belgrade Documentary Film Festival is the most important among them.

We have decided to feature Matija in the DIFFERENT FACE OF SERBIA at LSE as the winner of this year's national and third-ranked in CHEVROLET YOUNG CREATIVE Pan European Contest for photography. The award ceremony was held in London in September 2011.

# DIFFERENT FACE OF SERBIA



Days of Alternative Culture,  
Art and Science at **LSE**

# 5 - 14 October 2011

Presented by:  
**Serbian LSE Alumni Association**  
**Fund for Social and Democratic Initiatives FoSDI**

Supported by **ERSTE BANK**

www.differentface.org

## Message from the authors

For many years the general public in Britain and the rest of Western world associated Serbia mainly with the 1990's tragic and violent disintegration of former Yugoslavia. Embarking on the path of post-communist transition starting on 5th October 2000, eleven years after the fall of Berlin wall, the first decade of the 21<sup>st</sup> century Serbia spent in adapting itself to the new outlook of the world, from which it was excluded for the last years of the 20<sup>th</sup> century. During this decade the prevailing gloomy image of Serbia was somewhat improved by successes of its talented and glamorous tennis stars. But the new, democratic and modern Serbia was never adequately promoted by its state institutions, always too busy tackling difficult legacy of the recent past.

DIFFERENT FACE OF SERBIA – a series of academic, artistic and cultural events which we are presenting during October 2011 at the London School of Economics and Political Science - brings to attention of the academic audience and general public an independent, non-governmental view on contemporary Serbia. It is done through presenting work of several outstanding LSE alumni students and world-class authors of the 21<sup>st</sup> century Serbia. Our idea is to let the world know that Serbia is a sophisticated, educated and cosmopolitan country, whose image and reputation over the previous two decades were blemished mainly due to incompetence of its politicians to present it in a dignified way.

We chose to stage our programme at the LSE, an

academic institution renowned for educating intellectual and political elites of contemporary world, for two reasons: LSE and its remarkable open-minded academic community can see and appreciate the new face of Serbia; at the same time the British public and world media closely follow vibrant intellectual life and events at the LSE. Through this programme we hope to accomplish some longer-term effects too - connecting Serbian intellectuals, researchers, artists and our non-governmental sector colleagues with their counterparts in Britain and around the world. We would like to set up and initiate new channels of communication and cooperation between the like-minded citizens of our globalized world. It is our belief that we are privileged to be members of the LSE's alumni global network. By focusing on individual intellectual and artistic excellence and achievements in service of the whole humanity we are eliminating the existing nation-related prejudices and stereotypes. Culture and science do not belong to any nation in particular, but represent the world's heritage, although national origin of its authors must be recognized and remembered.

In order to reinforce such a courageous statement we would like to underline that DIFFERENT FACE OF SERBIA in London is possible through intellectual understanding and generous grant from an Austrian bank - ERSTE.

Srdjan D. Stojanovic



Jelena Stojanovic



## SIR MICK AND THE ROCK ICONS

### Exhibition of photographs by Brian Rasic



Prominent British photographer Brian Rasic (1954) came to London from his home town of Belgrade in late 1970's to work as a free-lancer. His passion for rock music and culture steered him towards concerts - where young and talented individuals could still make an impact - before the live music industry lost its spontaneous and rebellious nature. Working in front of the stage, in a very limited time frame (usually first three songs, no flash) has always been much bigger professional challenge than working in an artificial studio environment, with good lighting, costumes, make-up, hordes of assistants and without time constraints. This is why Brian's photographs are full of life, movement and true emotion.

Sir Mick Jagger, a former LSE student, for Brian Rasic was not only a musical hero, but the subject of his best work over last 30 years. This year it has been exactly 50 years since one academic career was abandoned for a career in music – and we can only speculate if Jagger's

LSE experience has helped him in making and sustaining the greatest rock and roll band in the world.

Through photographs of Rasic, rock and roll culture's quest for liberty and overturning of all taboos has symbolic and emancipatory meaning. This is especially true for newspaper and magazine readers in his native Serbia, who followed Rasic's London career while living in undemocratic society until the turn of the millennium. Being professionally engaged in a global culture and entertainment industry and reaching its top echelons – makes Brian Rasic certainly one of distinguished and different faces of Serbia.

ATRIUM GALLERY  
Old Building – LSE  
Houghton Street,  
London WC2A 2AE  
4 – 14 October 2011  
10:00 – 18:00

## MEET ZORAN ZIVKOVIC

### Author's presentation



Possibly the most popular contemporary Serbian prose writer in the world, Zoran Zivkovic, kindly accepted an invitation to present his work at the London School of Economics and Political Science as part of the DIFFERENT FACE OF SERBIA event. Being an educator himself, professor Zivkovic prepared this unique audio-visual presentation/workshop especially for an academic audience. The presentation will be followed by a questions and answers session with the author.

Zivkovic's writing belongs to the middle European fantastika tradition, and shares much in common with such masters as Mikhail Bulgakov, Franz Kafka and Stanislaw Lem. The author of nineteen books of fiction and six books of nonfiction, Zivkovic continues to push the boundaries of the strange and surreal. His most popular works include *Miss Tamara*, *The Reader*, *The Bridge*, *Twelve Collections* and *The Teashop*, *Four Stories till the End*, *Hidden Camera*, *Steps through the Mist*, *Seven Touches of*

*Music*, *The Book*, *The Writer*, *Time Gifts*, *The Fourth Circle*... His most recent work is *The Five Wonders of the Danube* (Zavod, Belgrade, 2011) simultaneously released in five languages: Serbian, English, German, Slovakian and Hungarian.

Zoran Zivkovic was born in Belgrade, former Yugoslavia, in 1948. In 2007 Dr Zoran Zivkovic became professor of Creative Writing at his alma mater, University of Belgrade's Faculty of Philology. He lives in Belgrade, Serbia, with his wife Mia, their twin sons Uros and Andreja, three cats and a dog.

For more information on work of Zoran Zivkovic, please go to: [www.zoranzivkovic.com](http://www.zoranzivkovic.com)

Thursday, 6 October 2011  
18:00 – 19:30  
Wolfson Theatre  
New Academic Building  
LSE

## SERBIA'S EUROPEAN CHALLENGES

### Panel discussion

Serbia formally submitted its application for EU membership in December 2009, and on 12 October 2011 the EU Commission is supposed to deliver its opinion (*avis*) whether Serbia is institutionally ready to become a candidate country. This document is crucial for further decision on Serbia's candidacy status, as well as for setting a date for opening accession negotiations between EU and Serbia. Therefore, the date for organizing a panel discussion on Serbia's European Challenges on 13 October 2011, as part of the DIFFERENT FACE OF SERBIA project, has been carefully selected.

It has been 11 years since Serbia decisively opted for democracy and reform of its outdated economic and political systems. Future EU membership was quickly declared as the final destination for Serbia, while the length of the difficult and bumpy road towards EU is perceived as the benchmark for measuring overall success of the transition process and its actors. On the other side, Euro-skeptics view Serbia's quest to become a full EU member like a search for the Holy Grail, arguing that the EU itself is not some kind Eldorado, or Promised Land. Even the most enthusiastic EU proponents are nowadays admitting that it is complicated and costly machinery, whose current institutions cannot adequately sustain and serve the noble founding ideals.

The panelists - distinguished political and economic experts and academics - will express their views on numerous challenges and possible options that lay ahead of Serbia in near future. Although the Serbia's governing coalition constantly repeats that the EU membership has no alternative, independent surveys show that support for EU is dropping among general public. How much has Serbia gained or lost by implementing Stabilization and Association Agreement (SAA)? Is the EU constantly imposing new conditions on Serbia, or perhaps the Euro-skeptics wrongly interpret messages from Brussels? How are the effects of economic crisis that are shaking up the euro-zone influencing further prospects of enlargements?

**Chair:**  
**Dr Svetozar Rajak** (LSE),  
Lecturer in International History

**Panelists:**  
**Sir Ivor Roberts** – President of the Trinity College (Oxford), former British ambassador to FR Yugoslavia, Italy and Ireland

**Laza Kekic** – Economist  
Intelligence Unit (London)

**Dr Nicholas Whyte** –  
Independent Diplomat (Brussels), former Europe Program Director at the International Crisis Group (ICG)

**Dr Ismail Musabegovic** –  
Belgrade Banking Academy, President of the Serbian LSE Alumni Association

Thursday 13 October 2011  
18:00 – 19:30  
Wolfson Theatre  
New Academic Building  
LSE

## DIFFERENT FACE OF SERBIA CO-ORGANIZERS



### Fund for Social and Democratic Initiatives FOSDI

FoSDI is a Belgrade based non-governmental and non-profit organization founded in 2000, with the mission to promote values of democracy, gender equality, social justice, solidarity and tolerance. Over the past 11 years FoSDI has devised and implemented various projects on its own or in partnership with similar organization in the Western Balkans region, or with international organizations like National Democratic Institute,

OSCE, Friedrich Ebert Foundation, Open Society Fund, Jean Jores Foundation and Westminster Foundation for Democracy, among others. Current FoSDI chairperson is politicalologist Natasa Milojevic, film producer and former member of the Serbian parliament (2000-2004).

For more information on FOSDI and its activities, please visit: [www.fosdi.org.rs](http://www.fosdi.org.rs)



### Serbian LSE Alumni Association

In 2008 a group of LSE alumni students from Belgrade decided to form a national association, which would not only reconnect them with the alma mater, but to establish a network of friends, former colleagues and experts who can meaningfully contribute to the development of Serbia, as well as to guide future students of one of the best academic and research institutions in the world. At the moment the association has around hundred active members. The Association's home is the Belgrade Banking Academy, where its regular gatherings and

events are organized. Professor Dr Ismail Musabegovic is its chairperson.

Dr Jelena Stojanovic (LSE 2000) and Srdjan D. Stojanovic (LSE 1999) are co-authors of the DIFFERENT FACE OF SERBIA project. Jelena currently works with the Government of Serbia Office for EU Integration, while Srdjan is former political advisor with the OSCE and analyst with the International Crisis Group. They are activist of both FoSDI and the Serbian LSE Alumni Association.

Sponsored by:



With many thanks to:



Aleksandra Ristic- Fine Art Escape  
Gallery, Cambridge

e.mail: [info@differentface.org](mailto:info@differentface.org)