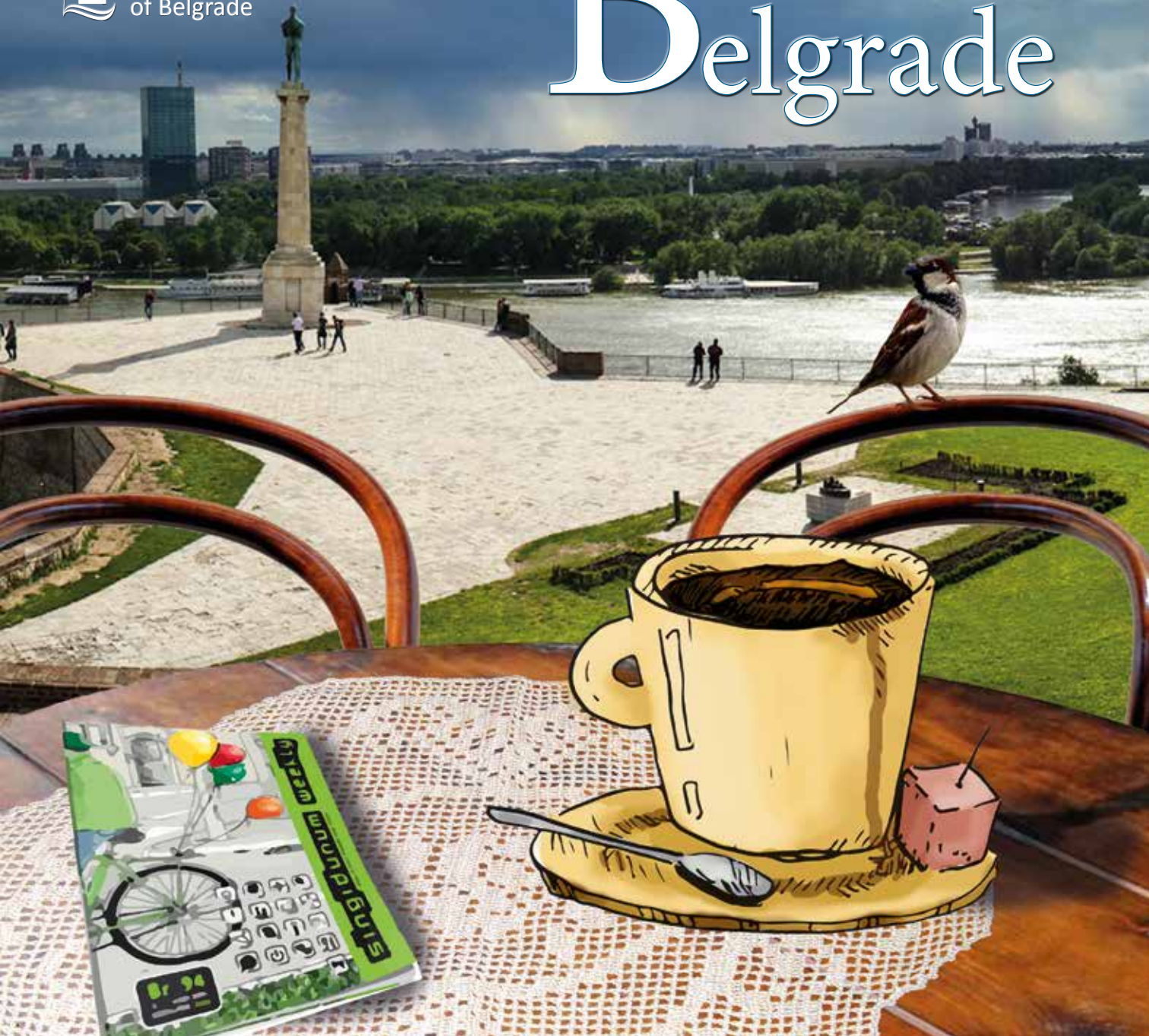




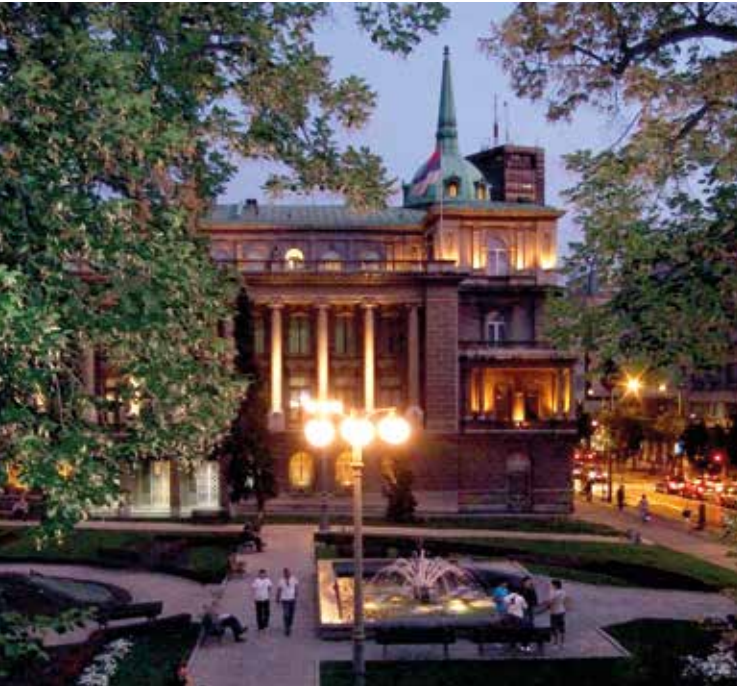
Tourist
Organization
of Belgrade

All the Things One Can Do in Belgrade





Choose to Love Belgrade



Every Belgrader will gladly talk to you about the spirit of Belgrade. And they Belgraders, rejoice in countless little things and rituals of their city, they rejoice in life and joy itself. And guests. That is why guests of Belgrade quickly realize that the most important thing one should get to know in Belgrade are probably Belgraders themselves



When you are born in Belgrade, you don't have much choice. You were born here, you will stay here forever, it was your destiny. When you are born in Belgrade you must come to terms with the fact that everybody will be envious and that you would be most envious of those who have remained in Belgrade while you had to go somewhere. If you already have no choice and you were born in Belgrade, you realize that you should be proud of the chance

that has brought you into this world exactly here and you remember and cherish your Belgrade from the earliest childhood, aware that within your lifetime it would certainly be changed and destroyed, so it is right that you keep your Belgrade inside you, to preserve it for your children and all those who come to it in peace. For those who have conquered it, Belgrade has remained in their minds, as a curse and a dream which never comes completely true.

All that is Belgrade, and much more. A cosmopolitan city, forever defined by its position, eclectic in its nature and wide in geographic and every other sense. A city that remembers a lot, even relatives and ancestors of those who are coming to visit us today and therefore always find themselves, in Kalemegdan or in another place.

Belgrade in the modern times, seen from “Google” or “Facebook” seems equally beautiful as when it is photographed and described by those who come here, but also those who live here.

Belgrade, the capital of Serbia, is the third largest city of Southeast Europe, after Istanbul and Athens. It has a population of a little more than 1,700,000. Belgrade is a city of young people. More than 40 percent of Belgraders are between 15 and 44 years old. The spirit of Belgrade is something that every Belgrader will gladly talk about. Straight-forward and in mood to have fun, many Belgraders will claim

that they are true hedonists, that they know everything about good food, wine, music. Some of them really do.

Belgraders rejoice in everything, pleasant discussions and long walks, dinking of morning coffee, non-working days, they also rejoice when in their neighborhood bakery they find hot bread, fresh from the oven. They like to be on the move and that is why streets, promenades, cafes, restaurants and shops are always crowded. And even more importantly, Belgraders rejoice in everybody. That is why the guests of Belgrade usually learn that the most important thing they should get to know in Belgrade are Belgraders.

It is nice and important for Belgrade to be the world, but it is even more important for the world to come to Belgrade, because of what exists only here and inside us.

Belgrade has always been a place where people greet one another on the streets and have their morning Belgrade coffee with their neighbors, when one shares everything with their co-Belgraders, and especially what they like the most.

When you have already found yourself in Belgrade or if you temporarily live in it, if you didn't have any other choice or if this was your choice, it represents a responsibility. To love Belgrade and everybody who lives in it.

*Miodrag Popović,
Director of the Tourist
Organization of Belgrade*



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Ten Belgrade Attractions

One of the oldest European cities, entirely made of unusual history and its reflections scattered everywhere as glittering dust, Belgrade is today above all a modern and humorous city, with a peculiar carelessness that comes from self-confidence, full of hearty people and vivaciousness. The most common thing in Belgrade is to share with a guest one's city valuables, as a little gift. Below are ten Belgrade attractions they will recommend to you most often

Fortress

The complex Of Belgrade Fortress, on the most pronounced part of Terazije Reef, over the confluence of the Sava and Danube and Great War Island, is one of the most beautiful views of Europe, an important symbolical and cultural-historical point. With its Upper and Lower Town, as well as Kalemegdan Park, it is the first-class outdoor museum, "history in the stone". There is a series of monuments, museums, galleries and temples that you can see and visit there.







Monument “The Victor”, on a high post made of white marble, is the symbol of Belgrade.

Center of the Center

For the first walking study of Belgrade, the best thing is to start from the city center or go toward it. Knez-Mihailova Street and its surroundings, with valuable buildings, monuments, cultural offer, as well as all modern elements that characterize a European metropolis, is the best choice. This elite pedestrian zone, filled with exclusive shops and excellent cafes, also represents the business-financial center of Belgrade.

River Banks

The Danube and Sava, two big and exciting rivers, frame the portrait of Belgrade and finish the painting of its character. They are also the mirror over which this city every day brings its diverse faces. The banks of Belgrade rivers are full of promenades and cycling treks, rafts with cafés and restaurants and clubs, sports centers, beaches and playgrounds. And people, of course. Day and night.

Skadarlija, Bohemian District

Steep, winding, covered with cobble-stone, formerly known for its clusters of gas lanterns and old poets’ taverns, has preserved up to present day its Belgrade bohemian charm. Remains of this heritage from the 19th century constitute a tourist attraction, and the Belgraders preserve it touchingly, with melancholy and re-

spect, as a crumb of themselves without which they wouldn’t be what they are.

St. Sava Temple

One of the biggest Christian Orthodox temples in the world, and another symbol of Belgrade, is dedicated to the most important Serbian saint and educator, who founded the independent Serbian Orthodox Church in the 13th century. The temple is located on the Hill of Vračar, on the plateau near the National Library, and dominates the profile of the central part of Belgrade. The interior is still under construction, but it already looks impressive.

Old Zemun

It used to be a city with the view of Belgrade, and today it is a city within a city. People used to travel from Zemun to Belgrade by boat, and now they have grown together in their embrace. The beautiful quay on the Danube and authentic old streets of the Lower Town of Zemun still preserve their irresistible attraction. Above is the hill of Gardoš, with remains of the Fortress and Tower. “Half of Belgrade” can be seen from there.

Palaces

Through salons decorated in the style of Louis XV and Louis XVI, with artworks of world known artists, a large palace library, Venetian light fixtures, gardens and temples, Royal and White Palace on the hill of Dedinje, are testimonies of the rise of Serbia that was tragically stopped by World War Two.





Topčider Park

One of the most beautiful parks in Belgrade, it stands out for many things. It is the end branch of former forests of Šumadija. There, formerly in the vicinity of Belgrade, in the 1830's, Prince Miloš Obrenović built his royal complex and a center of life in Serbia that had been just liberated (resurrected) from the Ottoman rule. The Topčider River runs through the park. The trees and vegetation in it were planted in the 19th century by French gardeners, and one planetree, more than 160 years old, still bears witness to this.

Ada Ciganlija

Recently officially declared one of three most beautiful city islands in the world, this Ada Island on the Sava, which is connected by two rivers with

the right bank, thus forming the Sava Lake, is the most visited Belgrade beach and playground. A true oasis. There are forests, parks, sports courts, and cycling treks everywhere, as well as countless cafes and restaurants. It is also beautiful to take a walk in the winter down the circular road around the lake or visit the outdoor ice-skating rink.

Avala

Only sixteen kilometers from the city center, a mountain. "Blue Avala", on which the restored Tower rises, is the favorite excursion grounds of Belgraders all year long. You will experience memorable views from the Tower. You can also have a lunch there, on the highest level. We should not even discuss now the hiking treks, sledging, hunting and other mountain charms.





In the Rhythm of Belgrade

Mass music spectacles, masters of classical music, great selection of good quality theaters, opera and ballet, prestigious cultural events (BITEF, BEMUS, FEST...), good and diverse club scene — all this opens up in front of you in Belgrade like a flower. Don't be intimidated by abundance. You choose how you will smell it

Every year, numerous music mega stars perform in Belgrade. Spectacles in Ušće Park or huge “Belgrade Arena” represent a great event in this part of Europe. In Belgrade, according to tradition, world philharmonic orchestras and masters perform regularly, such as Herbert von Karajan and Zubin Mehta, the most current foreign and local opera singers, many world famous jazz musicians and rock bands.

Theatre season in Belgrade lasts from October to June. All theaters, about twenty of them, are repertory theaters. Every evening a different show is performed in one of them, so there is a great choice. In many theatres, productions have English subtitles. In Belgrade, you can

go to an opera or ballet production at the National Theatre or in “Madlenijanum”. You may choose one of the popular world musicals at Theatre on Terazije or avant-garde production in “Bitef Theatre”, in the adapted space of a former Evangelist church. If you are in Belgrade in September, book in advance your ticket for BITEF (Belgrade International Theatre Festival), prestigious on global scale.

It has been eight decades that the most beautiful sounds of classical music have been spilling from the Great Concert Hall of Kolarac Endowment. Belgrade Philharmonics also regularly performs there. If you are in Belgrade in the fall, do not miss one of the concerts of BEMUS (Belgrade Music Festival).









Culture in 2015

No matter what part of the year you come there, the capital of Serbia offers superb cultural, music and entertainment events. Calendars, timelines and electronic box offices can today easily be found through internet browsers. And between all these events, as a connecting fiber, the daily life of Belgrade is waiting for you, not less creative, musical and entertaining

Great cultural and music events in Belgrade are spectacles more than anywhere else. Belgrade gives them its temper and atmosphere, its contagious charm and talent for happenings, performances and parties. This combination results in excellence and uniqueness.

“Belgrade Arena” and “Sava Centre” will again be hosts to numerous champions of world culture and entertainment in 2015. Already in January, characters from the famous film series *Ice Age* will arrive in “Arena”, for an adventure on ice, which will grow into a concert if “One



Republic”, an unusual hybrid of rock-and-roll, pop, Electronic music, gospel, blues and folk.

In February every year, in 2015 as well, FEST – the festival of film festivals takes place in Belgrade, review of awarded films in best festivals around the world. In the area of film, we should also mention “Cinemanía”, which takes place in late October and early November every year: one can see there Belgrade premiers of selected films of the recent world production. Very important for the art of film are the Author Film Festival (late November) and Belgrade Festival of Documentary Film (late March).

Within its Balkan tour, “Mark Lanegan Band” and its “Phantom Radio” will perform at

the end of February in the Youth Center. Guitar Art Festival, an international festival of classical guitar – Belgrade musical crown for guitar every ear, will take place in mid-March 2015.

April in Belgrade, praised in many chansons, has been dominated by dance for years. Belgrade Dance Festival, in several locations around the city, is a holiday for the lovers of ballet and dance. In 2015, it will take place under the slogan “Catch the Light”. On the stage of “Sava Center” you can see ballet productions *Milonga* and *Wiesbaden*, as well as dance-film production *Eastern Shadow*, dedicated to the victims of tsunami in Japan.

In early October, as we have said, Belgrade is the host to participants of BEMUS (Belgrade Music Festival). It includes various concerts of classical, choir and ethno music, as well as opera.

In the last week of October, in the Youth Center and in other locations, Belgrade Jazz Festival takes place. In addition to appearances of numerous stars, there is a popular midnight program with concerts, jam sessions, exhibitions of photographs and film program.

There will be a lot more here. A detailed program, with possible minor changes during the year, can be seen on the portal of the Tourist Organization of Belgrade (www.tob.co.rs).





Big and Small Sports 2015

Many Belgraders are smiling to us from the sports roof of the world. This is a city of numerous world and European champions. A series of top sports competitions in Belgrade is continuous. But, in addition to this biggest arena, countless number of those little big heroes keep competing here, those whose victories are more than a game, whose feats are of “cosmic proportions”

Belgrade is a true sports metropolis. The city of world and European champions in basketball, valley ball, water polo, handball, tennis, football... This is also the city that was an excellent host to world and European championships in these and other sports. There is a major sports competition happening here almost every week, in “Belgrade Arena”, “Pioneer”, on stadiums of “Zvezda” and “Partizan”, at “Banjica” swimming pool or some other of the numerous sports centers.

One of the most recent traditions in Belgrade is spectacular welcome ceremony for Serbian





athletes who win medals around the world. On the plateau in front of the old Palace (the City Parliament) tens of thousands of people come to welcome the winners, and top athletes, those before whom everybody bowed, come out to bow to Belgrade and Serbia.

“Belgrade Marathon”, officially declared an event of special significance for the city, has been organized for more than quarter of a century. Promoters have been such great athletes as Carl Lewis, Bob Beamon, Emil Zatopek. In addition to the greatest marathoners from around the world, thousands of Belgraders also compete, advocates of amateur sport and healthy lifestyle. Why wouldn't you join them?

The year of 2015 will also be filled with great sports events. For example, games of leagues of champions in a series of sports, from basketball to water polo, also take place in Belgrade. As for the rest, we will only fail to mention what is already talked and written about a lot. Here are only some of the competitions in Belgrade in 2015, in sports that generally not many people are talking about: World Kick-Boxing Championship, World Skeet Shooting Championship, World Valley Ball League – Intercontinental Part, World Cup in Valley Ball, Balkan Cup in Kendo, European Rugby Championship, European Regional Cup in Para-cycling, European Judo Cup “Serbia Open”, International tournament for basketball players in wheelchairs, International table tennis tournament, Belgrade cycling tournament...





Heart in Belgrade

Belgrade is filled with exciting things, for everybody's taste. From adrenaline sports, through nightlife and derby, to hunting and fishing. One cannot do everything, it is necessary to choose. We will single out a few of these things, but you must do as you like. You cannot make a mistake

Adrenalin sports

On the Sava Lake you can, of course, swim, row, play water polo and other sports with a ball, golf and rugby, windsurf, go down the slides, ride in pedal boats, fish from specially designed platforms... But, if you like a higher level of adrenaline, think about water skiing by means of a special ropeway, try bungee jumping or extreme climbing on artificial rock.

Rafts and nights on the rivers

On the banks of the Sava and Danube, Belgrade has more than ten kilometers of developed quays. There, on ships and on the ground, you have numerous good restaurants and cafes, as



well as raft-clubs. Their conceptual, stylistic and genre range is so large that you will certainly find just the right place for you. It is the zone of “crazy Belgrade nightlife”, “beautiful fever of Belgrade nights”. And on the junction of the Sava and Danube, in Ušće Park, in addition to frequent mega-concerts, like the concert of “Rolling Stones”, every August there is also “Beer Fest”, “the biggest party in Southeast Europe”.

History without an intermediary

Several millenniums long history of Belgrade is interwoven into its daily life harmoniously, without seams and separation lines. You look at it through many streets, buildings and monu-





ments. Through any books, people and destinies. You enter the old town through the gate through which the rebels entered in 1804, you climb into Nebojša Tower where the great Greek poet and revolutionary Rigas Feraios died, you sit on the outlook of despot and knight Stefan Lazarević... You feel the pulse of centuries.

Knightly games

On the Fortress, that battlefield and the heroic chest of Belgrade, an international knightly tournament takes place every year. Competition in old martial arts, shooting with medieval weapons, horse riding. You can participate, take pictures with the knights and ladies, be a part of the picturesque knightly parade.

Derby

Belgraders are some of the most fervent sports fans in Europe. Belgrade city derby between

“Zvezda” and “Partizan”, in any sport, and especially football and basketball, is a first-class spectacle. An event to be remembered, both in terms of images we carry with us, and choreography, energy, depth. Similar thing happens when foreign clubs come to Belgrade, or when Serbian national team is playing. If you like this, do not miss it.

Hunting and fishing

In the territory of the city of Belgrade there are several developed and rich hunting grounds: “Rit”, “Lipovička šuma”, “Trešnja”... Of big game, there you can hunt roe, deer, mouflon, and of small one rabbit, pheasant, partridge, wild goose, wild duck, quail, dove... Fishing is possible on the Sava and Danube, in the waters of Pančevo Marshland, many people often go to the Tamiš and Tisa. Special treasure of sports fishing is the Ada Safari Lake.









Searching for Belgrade

Belgrade has its own style, its language and glossary, world view, its “Belgrade Man”, its type of heroism and humor, its “local mythology” and creative unpredictability. All this makes the “cultural code” of Belgrade interesting, complex and diverse. It is worth discovering. You may reach it through Belgrade galleries, music, films, literature, but also through street art and alternative forms





In more than fifty exhibition spaces you may get to know the art expression of Belgrade. At the October Salon you can see new trends in the areas of fine and applied arts and design. In Belgrade museums you may easily choose a theme exhibition that you find the most attractive. The history is also presented by the Historical Museum of Serbia, with its exhibition about epochs of Karađorđević and Obrenović dynasties, as well as the Museum of Yugoslav History. Those interested in ethnology will find many interesting things at the Ethnographic Museum or Manak's House. The Museum of Contemporary Arts and "Zepter" Museum present artwork of contemporary Serbian period. Also interesting are exhibitions in the Museum of Science and Technology, Museum of Nikola Tesla, Railway Museum, Mu-

seum of Aviation, Museum of Old Cars, Natural Science Museum. The Museum of Theatre Arts provides a good historical overview. Belgrade Film Archive (Kinoteka) is one of the best three in the world. Every day you can see there cycles of old film masters, classics of this art.

Of course, the "Night of Museums" also takes place in Belgrade, when all this is presented to you in unusual circumstances and with increased intensity.

In the fall, Belgrade simply boils from fair events, exhibitions, concerts. Belgrade International Book Fair, the largest in this part of Europe, has been an epicenter of publishing and lovers of old and new books for decades. Participation at this Fair is a matter of prestige, and the visit is one of little Belgrade rituals and special passion. The book here is a part of you, and you are on the first name basis with the writers.







The Charm of Belgrade Taverns

You have come to the city that has many taverns and restaurants, for everybody's taste and pocket. Belgraders love their taverns and care about them, each one of them has its own regular guests. It is nice to discover for yourself what each of them can offer, what kind of bite and sip you can find there, music and atmosphere. Bit, if you don't have enough time for this, our little instructions can be handy

You may feel the charm of the 19th century Belgrade at "Znak pitanja", the oldest Belgrade tavern preserved to date. There, guests still sit on little three-legged stools and low sofas, they serve old Serbian dishes, presented in the manner from that time.

You may experience essence of old Belgrade art bohemia and its spirit in the taverns of Skadarlija. Tastes of Serbian and international cuisine, Balkan eclectic gastronomy, everything



spiced up with the old-town music, await you in taverns “Tri šešira”, “Ima dana”, “Velika Skadarlija”, “Kod dva bela goluba”, “Šešir moj”, “Dva jela”, “Zlatni bokal”...

In the old part of Belgrade there are many taverns with beautiful gardens: “Proleće”, “Orašac”, “Lovac”, “Soko”, “Romantičari”... All of them are also famous among the Belgraders for great food. In taverns “Kalenić”, “Majdan”, “Malo korzo”... you may get, at very affordable prices, homemade ajvar, hot shortbread with kajmak, roast meat and barbeque.

Elite restaurants of international cuisine and specialized restaurants of famous national cuisines are easily recognizable. Most of them are Italian restaurants, but there are also Greek, Spanish, Chinese, Japanese, Mexican, Indian, Lebanese, Dalmatian and other restaurants.

We especially recommend a visit to taverns and restaurants of Zemun: “Šaran”, “Sent Andreja”, “Novi salaš”, “Venecija”, “Žabar”, “Male Villa”... Most of them are located on the bank of the Danube. They are famous, among other things, for fish delicacies made according to recipes of old Danube fishermen.

What should you order? We will outline a possible way to begin.

As an appetizer, a good rakia: plum rakia, apricot rakia, *klekovača*, *lincura*... They are great for the appetite.

Traditional starter in Belgrade restaurants is *proja* (bread made of corn flour), which is served hot, with cheese and kajmak. In the winter, you

should take a sauerkraut salad to go with it. Cold starters also include prosciutto, roast pork, Serbian sausage, smoked neck. Aspic is a traditional winter starter. (Parts of pork meat are cooked in water with spices, separated from bones and the liquid is poured into shallow dishes, after which it is left to cool down and get the right consistency. It is dusted with paprika and cut into cubes.)

Baked beans – a special variety of large beans prepared with onions and spices – is served cold as a part of the starter. If you prefer lighter food, we recommend cold vegetarian *sarma* (vine or cabbage leaves stuffed with mixture of fried onions and rice, with paprika, tomato and parsley). The favorite hot starters are cheese and spinach pies (baked pie crust stuffed with cheese, kajmak and eggs, or finely chopped spinach).

And when you begin like this, the rest will come easy to you. Both the food and wine.

Feel free to take the recommendations of the host and descriptions in the menus.



A Day Outdoors

Vegetation, silence and preserved nature, only a few hundred meters or a few kilometers from the city center, will surely do you good. Possibilities for excursions and picnics in the surroundings of Belgrade are great. You can spend a day outdoors on Ada Ciganlija, in Topčider Park, on Avala, Great War Island or in Košutnjak, as well as on more distant excursion grounds of Fruška Gora, Kosmaj and Surčin

We have already written about Ada Ciganlija, a river island (peninsula), the favorite place of the Belgraders. Lido, a beach in Zemun, on the upstream peak of the Great War Island, is very attractive. It is located in the zone of protected nature, in the middle of the river that is “as wide as sea” in this place. It can be reached by boats, and in high season, a pontoon bridge is often erected here.

Formerly a distant periphery of the city, the woods of Košutnjak and Topčider Park are today a part of the narrow city zone. Fortunately, they are still spared of noise and hustle of a big city. They are exceptional both for the nature and cultural-historical values, and for tourist possibilities.

You may experience an idyllic day in the nature on Avala, which we have already talked about.





In Belgrade municipality of Surčin, not far from Bojčinska Forest, there is Bečmenska bara. It is a true heaven for lovers of fishing. It is filled with grass carp, perch, Prussian carp, big varieties of catfish (of over 40 kg), carp (over 10 kg) and pike (over 5kg). Water skiing is also organized on a part of the pond. There is also a fish restaurant, in authentic fishing surroundings. Nautical village of “Biser” is nearby, with functionally equipped raft-houses, a perfect spot for visitors who love water.

Kosmaj is another mountain that is partially situated in the area of the city of Belgrade. A

walk through the forest, beautiful places and rare herbs, Tresije Monastery and famous tavern with the same name, hot roast meat and traditional dishes, as well as many more, awaits you there.

If you go from Belgrade along the Danube toward North-West, you will reach the beautiful Fruška Gora. Because of the large number of old Christian Orthodox monasteries that are located there, they also call it the northern Hold Mountain. There is also beautiful town of Sremski Karlovci, with exceptional cultural-historical heritage, temples and buildings, as well as a large number of excellent wine cellars. There are also good ethno-restaurants there with dishes typical of the plains of Vojvodina.







Along the Edge between Worlds

There are many ordinary or standard ways to see the city. Belgrade, however, also offers unusual ways to get to know it. By walking down its underground maze, or seeing it from its rivers, or from heights. To walk through it by following the steps of Ivo Andrić or Nikola Tesla, to envelop it with the voice of “Lament” by Miloš Crnjanski, to get to know its Dionysian (wine) face. Listen, then decide. If you are not sure, contact the Tourist Organization of Belgrade

Literary Guide through Belgrade

During two hours of walk by following the steps of selected Belgrade writers, a story about them, their work and the spirit of the time in which they lived will be told. The walks go next to their houses and apartments, taverns and schools, editorial offices of papers and libraries. For literary connoisseurs.

Savamala, a Creative District

This walking tour reveals uniqueness of one of the oldest neighborhoods in Belgrade, at the



foot of the Sava slope. The tour includes entry into important buildings of Savamala and short novels about them. There are also specialties: Balkan sushi and rakia from little cups called *čokanj*. A gift: scarf with a map of the neighborhood.



Rakia Tour

With authentic charm and bohemian atmosphere of Belgrade, you will learn numerous interesting things about rakia, the Serbian national drink. About “the strongest aromas of Serbia”. Unique and certainly the most cheerful tour.

Underground Belgrade

Go down into “Belgrade underneath Belgrade”, into its old layers and secrets. There are hundreds of locations: caves, passages, encased rivers, tunnels, bunkers and other structures from numerous times past. Maybe there you will find that Borges’ aleph that we have all been searching for since the time immemorial.

4/24 – Belgrade through Museums of Belgrade

Sightseeing of Belgrade by means of an easy walk through its museums. You can visit four museums: Residence of Princess Ljubica, Museum of Paja Jovanović, Museum of Ivo Andrić and Museum of Jovan Cvijić. You will learn much more than what you expected at the beginning of the tour.

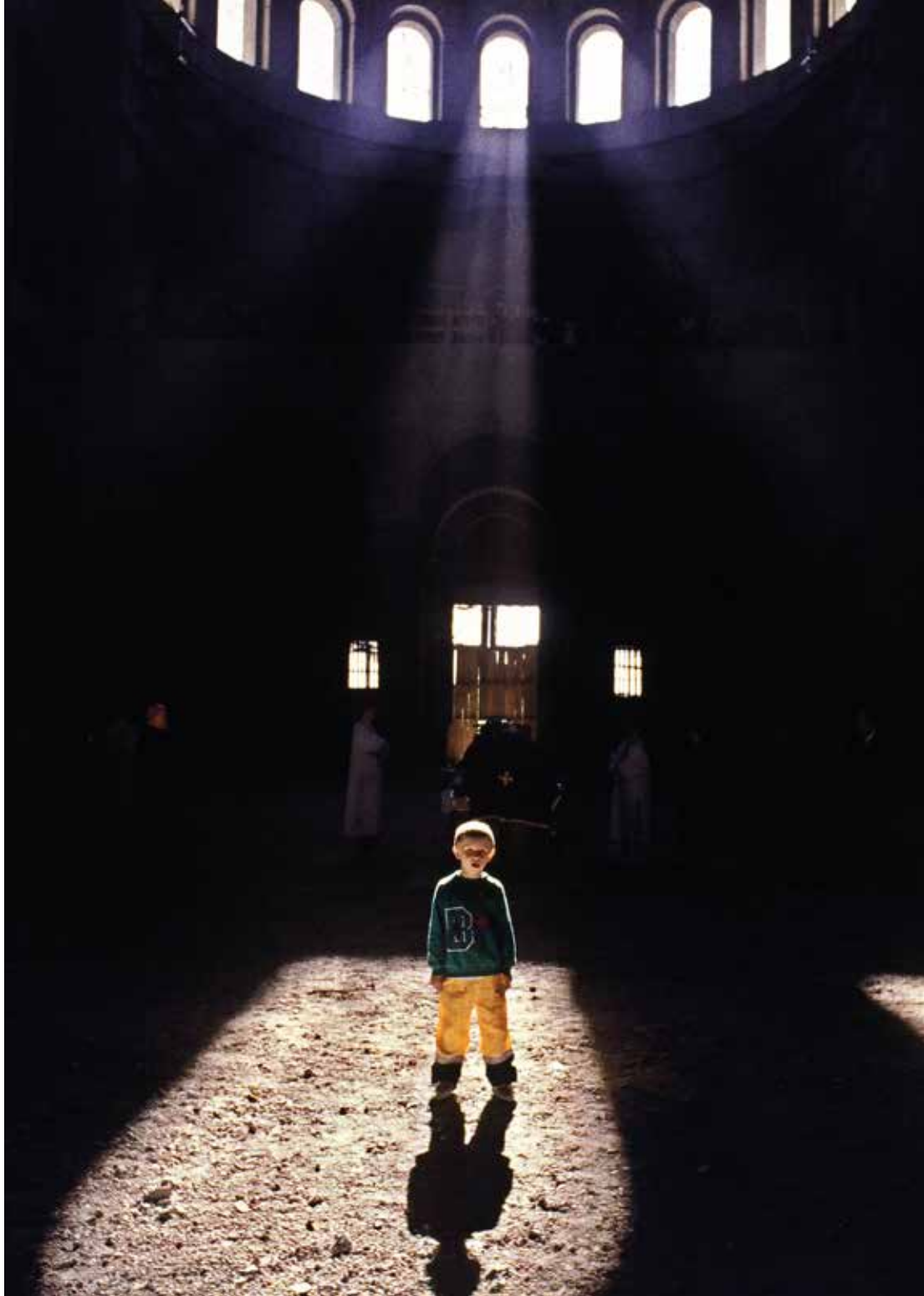
Belgrade Wine Road

In immediate vicinity of the city is Radmilovac, an experimental estate of the Faculty of Agriculture within the University of Belgrade. There is also Gročansko vinogorje, in the wavy landscapes over the Danube. Noble varieties from these vineyards are used to make excellent wines. When you are in Belgrade, use this opportunity, walk down its wine road and taste them.

Jungle in the Heart of Belgrade

This adventure kayaking around the Great War Island leads to protected natural good in the center of Belgrade, filled with colonies of bird. A beautiful experience. The contrast of wilderness and urban environment makes this adventure special.





Shopping in Belgrade

Belgraders are the people of taste, and Belgrade is a well supplied city. Even for foreign visitors, shopping in Belgrade may turn to be a good experience. There is a great selection of well-known global brands, diverse and imaginative local products and crafts, prices are favorable. You may also choose authentic gifts, for which you will remember this city, from souvenirs to original wardrobe of young local creators

What and where to shop in Belgrade? If you want to get a better feel of authentic fashion of Belgrade, then don't go first to big shopping malls, well supplied but essentially the same as Anywhere else in Europe. Go first to artisan stores in old trading streets, such as Balkanska Street in the old town, or Bežanijska and Gospod-

ska in Zemun. Look at the good quality clothes in the shops of Serbian fashion houses. Look for workshops and stores that offer stylized ethno as a very interesting and original fashion line. Take a peek into exclusive boutiques in the pedestrian city zone. Try something different. Then you can go into modern shopping centers, in the environment that you are certainly familiar with.

You want to buy some little thing, a souvenir, as a memory of the time spent in Belgrade? In souvenir shops of museums and galleries there is good offer of high quality, and even luxury souvenirs. With art solutions and symbolism, attractiveness of forms and the mark of this region, Belgrade artists have created an entire range of such objects.

You can find a combined offer of the most popular tourist souvenirs in the Tourist Information Center in Knez Mihailova Street.







Formed by the Spirit of the City

There are diverse products labeled with “Made in Belgrade”. Many of them make the visitors of Belgrade exited, for example gastro-articles of local production, from rakia and wines to ajvar and plum preserve according to the recipes of grandmothers, wrapped in decorative packaging. You will probably want to buy some of these products that are typical for Serbian region. A homemade fruit rakia, for example. You will find them in supermarkets, little shops or specialized shops

In the stores of “Soko Štark” there is a large assortment of chocolate products with long tradition, with the bestselling chocolate called “Najlepše želje”, with a *Made in Belgrade* label on the back of the packaging. Several chocolate producers in Belgrade – “Adore”, “Premijer”, “San Marina” – offer superb chocolate products.

In Balkanska Street, in addition to the Eastern sweet called halvah, you will also find some family manufacture shops selling hats, caps, ties or gloves with a label of domestic production. If you are planning to buy a nice piece of gold jewelry, exclusive local gold jewelry shops “Andrejević”, “Đurđević”, “Stefanović” (...) are characterized by high quality and excellent design.

We are sure that you will also like the great selection of local textile fashion industry in shops “Mona”, “Afrodita Mode Collection”, “Nikolas”... “Ivković” Design makes products of wool, cotton and linen, inspired by traditional ornaments from Serbia. Fashion House “St. George” nurtures collections of austere shapes, in combination with materials with different textures.

A group of young Belgrade designers turned boutiques of the old shopping center “Čumićevo sokače” into *Belgrade Design Neighborhood*. In one place, you can find unique wardrobe and jewelry, various fashion accessories and home decoration.



BG Urban Art

New generations and their art find their expression and alternative forms, by influencing the appearance and sensibility of Belgrade. Former objects of industrial heritage become strongholds for new design, creativity and urban culture. It is neither margin nor “extended reality”, but one of the possible ways into the heart of things

A wave of new artists leaves its picturesque trail in urban environments of Belgrade. Their skills and sensibility, their topics and obsessions, are reflected in numerous graffiti and murals around Belgrade. Their messages are engraved in the field of vision of Belgraders. While walking through the city center, stop in front of three huge drawings on old buildings, three striking works of Italian artist Valerio Berruti, Polish artist M-City and Blu, which is an alias of one of the most famous mural painters in the world.

In the past few years, former objects of industrial heritage in Belgrade are growing into

spaces where exhibitions, concerts and theatrical performances are organized. Warehouses and storage areas in Savamala neighborhood are receiving new clothes, becoming strongholds for new design, cultural events and interesting nightlife. Among the old facades with symbols of baroque and secession, with spacious streets not far from the Sava bank, there are “Magacin”, Cultural center “City”, “Mixer House” (...), places of creativity and new ideas of urban culture of Belgrade. “Supermarket” in Dorćol also has a very interesting interior and diverse offer, from gastronomy, through clothes to various knick-knacks that can be used as gifts.





Belgrade in the Leading Role



For decades, Belgrade has been an attractive destination for the shooting of films. It has been the topic in many films, in many it acted some other cities, bringing to life some past or future times. Numerous famous foreign movies have been made in the “Film City” in Košutnjak. Many great names from the art of film have been coming to Belgrade for this. And they are still coming

Streets, parks and buildings of Belgrade, its Fortress, rivers and forests, its old and new town, have turned out to be excellent set designs for films. In some places, film scenery has become a part of the city, and sometimes the city was the scenery. Belgrade has gained the routine and power of “living” its role as a film star. Belgraders have gotten so used to film shootings in their streets that during premiers they first try to see if they can see themselves on the screen.

Belgrade also has film infrastructure, as well as good logistics support. In the “Film City” in Košutnjak, formerly “Avala Film”, many old and new bestselling films were made. In recent

years, mostly Italian TV films have been made here. The newly built “PFI studio”, in the vicinity of Belgrade, also offers everything that is needed for realization of demanding contemporary film projects.

Ralph Fiennes, famous actor and director, has often praised the architecture of Belgrade, this “effective mixture of classical and modern”. He filmed his directorial debut, *Coriolanus*, in Belgrade, and since then he has been a regular guest here. His contemporary version of Shakespeare’s play also featured Jessica Chastain, Redgrave, Gerald Butler (people still remember his crazy nights in Belgrade night clubs)...





The following actors also stayed in Belgrade: Rachel Weisz (for the film *The Brothers Bloom*), Guy Pierce (*The Lockout*), John Cusack (*The Raven*), Jessica Lange (*In Secret*)... Great public attention was attracted by Kevin Costner and Pierce Brosnan. Costner stayed only one week in Belgrade, shooting *Three Days to Kill*, but he was a welcome guest of many Belgrade restaurants. Brosnan spent a few weeks in Belgrade shooting the thriller *November Man*, directed by Roger Donaldson, and he made friends with many Belgraders.

In addition with expensive projects featuring celebrities, an increasing number of more modest film projects have been made in Belgrade and the surroundings: comic thriller *Run Kitty, Run*, horror *Chernobyl Diaries*, medieval action movies *Templar: Battle for Blood* and *Sword of Revenge*... In addition to Italians, Americans and Brits, Belgrade has also attracted South Koreans. In the film *Tenor Liriko Spinto*, a story about the famous South Korean opera singer, Belgrade je appeared in the role of Berlin.





Pastime in Belgrade

Pastime, during the day and especially during the night, is an unforgettable characteristic of Belgrade. Charm and joyfulness of Belgraders, openness and wide spirit of the city, musicality and playfulness, its river banks, various clubs and cafes on water and on the aground – carry in themselves some deep attraction. You think this is just a “touristy phrase from shallow tour guides”? You will check it out easily. Sink into Belgrade nightlife only once

Rafts on the banks of the Sava and Danube provide all night long entertainment, in all kinds of rhythms. From folk music, through local pop and rock-and-roll, to techno and electronic music. The main zones are the Danube bank near the former “Yugoslavia” Hotel, banks of the Sava from “Gazela” Bridge to Ušće, and Ada Ciganlija. You will make an easy choice even if you have no information. Go for a walk, listen to music, feel the atmosphere and see the guests on the raft. You will see everything you need. Still, here are some clues, as assistance: clubs on the banks of the Danube are more *fancy*, those on the banks of the Sava are in bohemian and urban style, and Ada Ciganlija is dominated by carefree eclectics.

Clubs in the old part of the town are different in terms of interior and atmosphere, prices and entry rules. Live performances of popular Belgrade bands are often organized there and people stay until dawn. Among them, “Underground” Club has a reputation as one of the best.

Many places in Belgrade have been conceived for jazz lovers: “Branlo’s Bar”, “Ptica”, “Rif”... “Tramvaj” has been voted the best club in Belgrade twice. Check why. After tousel fun on a raft or in a club, it is customary to go around three o’clock in the morning to one of the places to “wait for the day”. Belgraders themselves, experienced consumers of nightlife, will certainly invite you to join that nightlife until dawn.





Live Symbols of Belgrade

Belgraders who have reached the world summits can also be encountered in the streets of Belgrade. Those who were born here, or who have chosen it as their city. If you really want to understand Belgrade, study Novak Đoković. He is one of the best offspring and a live symbol of this city

Do you remember great basketball dramas miraculously solved by Saša Đorđević? Have you seen the films of Emir Kusturica, that liberating magical realism? Did you enjoy in the games of Vlade Divac, one of the first Europeans who ruled the NBA League? You went to a concert of Stefan Milenković, that violin virtuoso? (...)



While in Belgrade, it may easily happen that you encounter some of them. In café-restaurants, film and theatre premiers, concerts and night clubs. (And many others of that rank that we cannot even mention here.) They are here in their city, no matter whether they were born here or not – they know why – decided to live

exactly here. No matter how much you respected them before that, after the encounter you will respect them even more. You will be conquered by their capturing ordinariness, so typical for Belgrade. This city once influenced them, now they influence the city. Belgraders are deeply proud of them.

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