



**MicroMacro  
Award**

11<sup>TH</sup> INTERNATIONAL MULTIMEDIA EVENT  
DECEMBER 2023, BELGRADE, SERBIA

**strand**

SUSTAINABLE URBAN SOCIETY ASSOCIATION

INTERNATIONAL EXHIBITION  
5-19 DECEMBER 2023, BELGRADE, SERBIA



Serbian Academy of Sciences and Arts  
Gallery of Science and Technology

ON ARCHITECTURE -  
**CHALLENGES  
IN DESIGN**

**RECOGNITION**

NAGRADJUJE/ AWARDED TO  
DEJAN TODOROVIĆ

u kategoriji/ in the Category  
ART AND ARCHITECTURE

za rad/ for the project

TRACING THE INTRICATE IN SCENE DESIGN: *THE TEMPTATION TO BE HAPPY*

Žiri internacionalne izložbe/ International Jury Member (in alphabetical order)

Branko Kolarevic (United States), Stahl Stenslie (Norway), Snežana Zlatković (Serbia)

Predsednik žirija  
President of the Jury

Branko Kolarevic

Predsednik organizatora  
President of the Organizer

Ružica Bogdanović

Predsednik STRAND  
President of STRAND

Bogdan Maksimović



11<sup>TH</sup> INTERNATIONAL CONFERENCE AND EXHIBITION  
DECEMBER 2023, BELGRADE, SERBIA

11<sup>TH</sup> INTERNATIONAL EXHIBITION

ON ARCHITECTURE - CHALLENGES IN DESIGN

EXHIBITION BOOK

ON ARCHITECTURE -

# CHALLENGES IN DESIGN

EXHIBITION  
BOOK

**strand**

SUSTAINABLE URBAN SOCIETY ASSOCIATION

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SUSTAINABLE URBAN SOCIETY ASSOCIATION



ON ARCHITECTURE  
— CHALLENGES IN DESIGN

EXHIBITION  
BOOK

Belgrade, Serbia  
2023

## IMPRESSUM

### Title

ON ARCHITECTURE  
— CHALLENGES IN DESIGN  
EXHIBITION BOOK

### Publisher

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### On behalf of the Publisher

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Ružica Bogdanović

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Bogdan Maksimović

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## PREFACE

At the beginning of the 21<sup>st</sup> century, faced with the challenges of climate change, depletion of resources, high environmental pollution, and hints at an uncertain future, we are questioning the various roles of architecture.

Whether technological development and the use of new concepts in design, the use of new materials in construction, the use of new tools in the creation of concepts can provide an answer, is the theme of the conference and exhibition "Challenges in Design".

The new concept of architectural objects and the use of materials in the isolation of objects and the concept of facade envelope are an inspiration and a challenge in creation. Is art a part or is it against the concept of an architectural work – art vs architecture. Whether architecture and new media and the use of virtual and augmented reality can be tools in architectural design is the question of the position of architecture in the digital era – from parametric design to VR and AI, as tools in design. In addition to new buildings in the transformation of the city and the change in the structure of activities, there are many huge abandoned industrial buildings, which refers to the topic of reconstruction – reworking of the city and architecture – reworking of architecture and the city – reuse of abandoned buildings and places.

That is why it is particularly interesting how cities will be organized in future development, how to improve the quality of work and life, and how architecture can help through the organization of space, materialization. In particular, the further improvement of information technology, which have made an outstanding contribution, enabling the holding of study programs in the faculties, as well as the holding of conferences and meetings.

# ART AND ARCHITECTURE

- Architecture and/or Art – inspiration for creating
- New media arts
- New Media Approach – New Materials and Design in Architecture

Mila Mojsilović, Jelena Mitrović, Vladimir Milenković

### **SOMETHING FROM NOTHING: HOTEL OF PARALLEL REALITY**

In the physical world of information, *Creation Ex Nihilo* (V. Vedral) presents the creation of a reality for the purpose of another one, unraveling the deepest issues of the universe, and considering our interpretation of nature. Hotel Palacio in Estoril and Hotel Bristol Belgrade depict symbolic connection with this concept for the needs of architectural research. The subtext is the narrative of the novel (D. T. Stanković), and in the life of the hotel and its characters, it is a two-way journey in the search for the meaning of change, leaving and returning. Reality, which uses architectural means, is created to prove the potential of architectural particularity.

Master Thesis and Project

University of Belgrade – Faculty of Architecture

Academics: V. Milenković, N. Čuković, M. Milojević, M. Mojsilović, D. Prodanović, M. Luković, S. Savatijević

Projects: A. Golijanin, A. Vilotijević, B. Perenčević, F. Vasić, I. Đurović, M. Blagojević, O. Gledić, O. Živković, T.

Bojović

Image by Filip Vasić

Year: 2022-2023



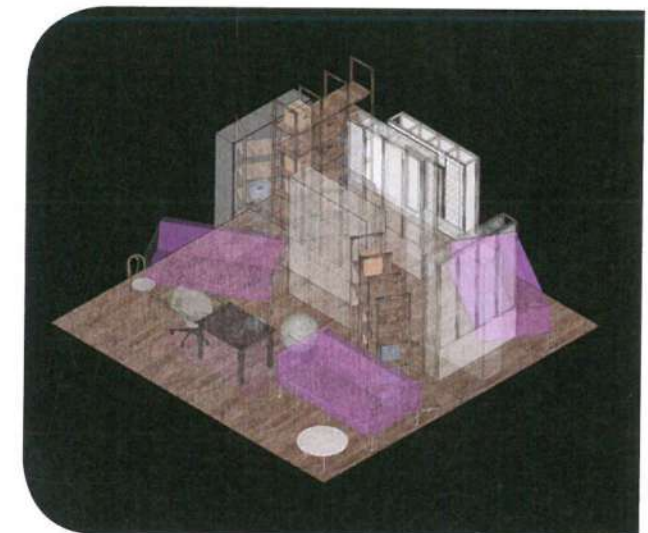
Dejan Todorović

### **TRACING THE INTRICATE IN SCENE DESIGN: THE TEMPTATION TO BE HAPPY**

"The best-selling novel, 'The Temptation to be Happy,' delves into human emotions and relationships. The staging at Belgrade's National Theatre emphasizes these intricacies. Rotating walls and furniture depict key settings, highlighting intertwined character relationships. Spatial elements echo in characters' personal spaces, from apartments to non-places like streets and hospitals, symbolizing life's meaningful details. The transformation of space evokes a poetic dance, revealing overarching qualities in complex character relationships, spaces, and motifs."

Director: Andrej Nosov

Playwright: Đorđe Kosić



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**2023 STRAND**  
**EXHIBITION EVALUATION RESULTS**

ON ARCHITECTURE **CHALLENGES IN DESIGN**

Serbian Academy of Sciences and Arts, Gallery of Science and Technology  
Belgrade, Serbia  
5-19 December 2023

**JURY REPORT**

International Jury Members in alphabetical order:

Branko Kolarevic, USA, Snezana Zlatkovic, Serbia, Stahl Stenslie, Norway

It is with great pleasure that we announce the Jury Evaluation Results.

**MicroMacro Award**

CATEGORY: ARCHITECTURE – DESIGN CHALLENGES IN MACRO AND MICRO SCALE

**THE MEMORIAL CENTRE OF POGROM VICTIMS IN BAČKA**

Maja Dragišić, Milan Božić, Milica Milosavljević, Divna Babović (Spring Studio), Serbia

The project is awarded the first prize in the ARCHITECTURE category for its subtle, yet powerful spatial interpretation of the project's brief. The long ramps that cut into the landscape lead into the hidden, submerged spaces of the memorial centre, gradually preparing visitors for their encounter with the tragic events of the past. The rows of skylights flood the underground spaces with light and provide views to the sky. The large, open courtyard with a reflecting pool adds intensity to the slow but dramatic cinematic sequencing of spatial experiences, giving visitors a chance to contemplate "peace, freedom, and coexistence" before they leave the centre. The towering light well and its long shadow create a powerful marker in the surrounding green field, augmenting the overall effect of long cuts created by the ramps. It is these qualities that earned this project the Grand Prize too, as agreed unanimously by the jury.



### Recognition

CATEGORY: TECHNOLOGY AND ARCHITECTURE

#### **ALTERATIONS: REDEFINING THE RELATIONSHIP BETWEEN NATURAL AND URBAN LANDSCAPE**

Angelos Zigos, Greece

Through nine spatial stories, the project Alterations: Redefining the Relationship between Natural and Urban Landscape offers us small and carefully planned interventions. In a very lucid way, it reminds us that everything we create becomes and remains a part of our cultural heritage. Interventions respect the natural environment, very subtly enabling new spatial concepts. The authors provide us with proposals for spatial breaks that fundamentally revive sometimes forgotten spaces. The architecture of interventions leads us to think that we, together with our neighbors, could realize them with architectural instructions and guidelines. Materialization and technology are placed at the service of sustainability and express a clear critical attitude. Nine Alterations (The Restroom, The Slide, The Platform, The Shed, The Stairway, Lagunes, Ludi, The Refreshment Pavilion, The Cinema) like acupuncture points find and realize the interrelationship between the natural and urban environment.

### Recognition

CATEGORY: REWORKING ARCHITECTURE/ CITY

#### **ADAPTIVE BEAUTY: RECONSTRUCTION AND EXTENSION OF THE OLD STONE FAMILY HOUSE IN BAR**

Milena Kordić, Serbia

The project Adaptive Beauty: Reconstruction and Extension of Old Stone Family House in Bar gradually realizes the interaction between the built and natural environment. Above all, it indicates the importance of respecting the context, the materialization of the existing house, but also the relationship to the future life that will take place in this space. The phasing of its planning seems to coincide with the layering of design principles. The strong stone opens up through the window frames to the completely freed upper extensive floor, through the deep play of shadows created by the floating roof, all the way to the future planned green scenarios where the users of the house will be able to spend even the hottest days during the year. The measure of materialization is reduced to the hygiene of white color, with hints of well-toned green color that subtly fits on the elements of windows, doors, stair railings.

The volume of the roof has yet to reveal the adaptability potential of this project and its harmonization with the environment.

### **Recognition**

CATEGORY: ART AND ARCHITECTURE

#### **TRACING THE INTRICATE IN SCENE DESIGN: THE TEMPTATION TO BE HAPPY**

Dejan Todorović, Serbia

The project Tracing the Intricate in Scene Design has been recognized as the best in the Art and Architecture category. Drawing inspiration from Lorenzo Marone's novel "La tentazione di essere felici" (The Temptation to be Happy), this poster artfully distills the play's exploration of the subtleties of human connection, the spectrum of emotions, and the ephemeral nature of life's moments. The ingenious use of rotating walls within the stage design, paired with a refined minimalist aesthetic, eloquently encapsulates the play's intricate tapestry of character dynamics, their environmental contexts, and the pervasive spatial motifs that thread through the storyline. The jury commends the poster for its eloquence in visual storytelling; it not only encapsulates but also amplifies the complexity of stagecraft, sparking a profound curiosity about the play while offering a deep dive into the sophisticated artistry of scene design.

### **Recognition**

CATEGORY: NEW MEDIA AND NEW TOOLS IN DESIGN

#### **BECOMING-WITH, ENCOUNTERS IN AN AUGMENTED GARDEN**

Cenk Güzelis, Anna Pompermaier (./studio3, Me AndOther Me), Austria

The project Becoming-With, Encounters In an Augmented Garden has been recognized as the best in the NEW MEDIA AND NEW TOOLS IN DESIGN category.

This initiative presents a collaborative and immersive multisensory extended reality environment where the human form intertwines with a fantastical, artificially generated ecosystem. The project, "Becoming- With," invites participants to weave themselves into a tapestry that seamlessly blends the organic with the engineered, and the tangible with the digital, fostering a realm of unprecedented digital encounters. Through the innovative overlay of actual physical structures with virtual projections, "Becoming-with" offers a dual-reality space that users can navigate without forfeiting their tangible presence. This integration ensures that individuals remain connected to their physical and social realities, fostering a potent sense of immersion and interaction within the experience.

In essence, the pair of posters perfectly encapsulates the competition's theme, showcasing a progressive design ethos that melds the concrete with the digital world, crafting an engaging and interactive narrative while also preserving a compelling visual allure. The melding of innovative technology with creative design not only fulfills but surpasses the competition's benchmarks, rightfully earning the project its distinguished recognition.

On behalf of Jury

Hospital  
Closing Act

Dante's Apartment

Cesare's Apartment  
Living Room

Catherine's Office

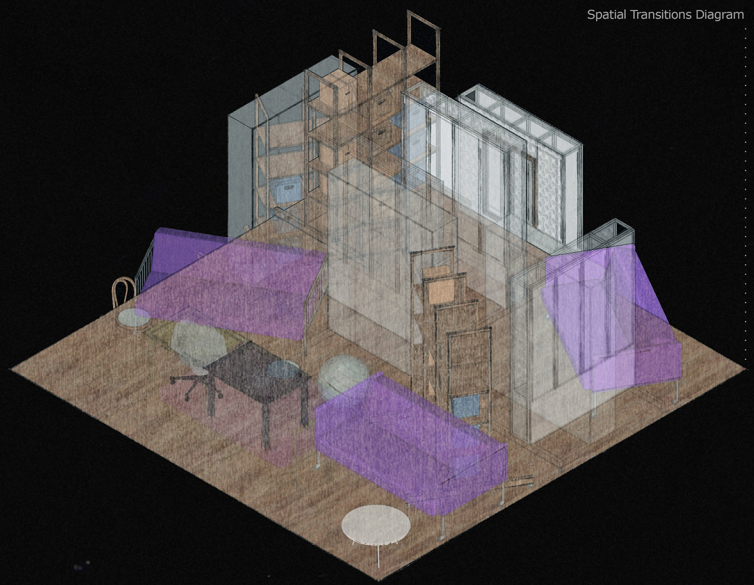
Street

Dante's Gallery

Cesare's Apartment  
Living Room

Cesare's Apartment  
Bedroom

Catherine's Office  
Opening Act



### Tracing The Intricate in Scene Design

*The Temptation to be Happy*  
Scene Design by Dejan Todorović

Lorenzo Marone's best-selling novel *La tentazione di essere felici (The Temptation to be Happy)*, is renowned for its profound exploration of human relationships, emotions, and the significance of reflecting on all those seemingly small moments in life. The scene design concept for its staging at the National Theatre in Belgrade relies precisely on the intricacies of these relationships. Simultaneously, within a confined space, the audience is presented with all the actors and staging elements crucial for the play. Three main rotating walls, along with a few other essential pieces of furniture, move and transform the playing space to depict all the main settings for contemplating ordinary life, thereby showcasing the intertwined and complex relationships between the play's characters.

The complexity of the relationships between the characters is translated into spatial elements subtly repeated and woven throughout the personal spaces of the various main characters. These include Cesare's apartment, Catherine's office, and Dante's apartment, as well as several non-places such as the gallery, street, and hospital. These recurring motifs serve as binding threads, symbolizing the interweaving of life's minutiae—the little things that give life meaning. The transformation of space from one setting to another evokes a poetic dance, highlighting the emergence of overarching qualities within the intricate web of relationships among characters, spaces, and spatial motifs.

Director: Andrej Nosov, Playwright: Đorđe Kosić,  
Costume Designer: Selena Orb, Scenographer: Dejan Todorović, Composer: Draško Adžić,  
Stage Movement: Marija Milenković, Executive Producer: Marija Kovačević, Assistant Director: Aleksandra Lozanović,  
Inspector: Sanja Ugričić Mimica, Prompter: Gordana Perovski

Cast: Mladen Andrejević, Nela Mihalović, Vanja Ejđus, Dušan Matejić, Nina Nešković, Rade Ćosić

