

# The First Annual Conference

# belgrade design week 2006

17-22 April



[www.belgradedesignweek.com](http://www.belgradedesignweek.com)

...luigi colani, ross lovegrove, karim rashid, ben evans, konstantin grcic, peter saville, kesselskramer, roksanda ilinčić, davidoff, jan rijkenberg/bsur, slavimir stojanović, bruketažinić, metadesign, siniša vlajković, saša lakić, fernando gutierrez/pentagram, eugenio perazza/magis, designhotels, gaetano pesce, branko lukić, iaan bekker, vladan srdić, maxim velcovsky, sicco van gelder, žaklina kušić, landor, deyan sudjic, andrea klarin, nicholas ind, miša lukić, miles newlyn...

## Why are all these people coming to Belgrade?

Frankly, we're not quite sure ourselves. It's probably the matter of two key motives: firstly, in the whole region between Milan and Istanbul there isn't a single big event in the field of communications and design; secondly, some of those listed above literally said in their respective interviews that the epoch of big western metropolises has gone by, and that the focus of global public now shifts to 'exotic' cities. Such as Belgrade. But better not scrutinize the gift – just seize the opportunity. One hundred of the world's and the region's greatest experts are going an extra mile to come to Belgrade. Who knows when the next opportunity for open discussions, panels, roundtables and lectures with such experts will present itself. And for that matter, if and when would you

ever again have an opportunity to talk about how the experience from their most interesting cases could be applied. And when we say 'open discussions' we mean precisely that. We cannot assume how well you know the top cats in the business of communications, branding and design: simply put, they can't wait for a good challenge. And is there a bigger challenge than a country like Serbia? This is why we heard them expressing earnest desire to speak about real problems already at the upcoming conference. The problems of economy, but also those of our towns and of the state. Even of the region as a whole. This is why they can hardly wait to come to Belgrade and show us what they can do. And this is why we can't afford not to show up at an event like this.

**100 of the best  
6 festival days  
5 top events  
1 city: belgrade<sup>2</sup>**





### Karim Rashid

Is a leading figure in the area of industrial and interior design, fashion, furniture, interior lighting and art. He is the most famous for bringing his minimalism and the high design esthetics closer to the mass audience. Designing for an impressive list of clients, such as Umbra, Prada, Miyake and Method, Karim radically changes the esthetics of industrial design consumers as well as the very nature of the consumer culture...



### Jan Rijkenberg

Co-founder of the 'bsur' concept in Amsterdam. This organization deals with brand construction, conception, managing the brand's portfolio, business concepts, identity design and integrated communications. Among his clients are names such as Imperial Tobacco Worldwide, Campina International, Resources Connection, The Body Shop, O'Neill Europe, Wrangler Europe and Corporate Express. In 1998 Rijkenberg published the book 'Concepting'. Already regarded by many as the Bible Of Marketing, this book takes the reader to a journey of a new age which is focused on communications...



### Christian Schroeder

The Executive Director of Landor, Hamburg. In charge of overseeing client development of Kraft Foods, Kelloggs, Procter & Gamble, Sandoz, Hoerbiger, Cadbury Schweppes and Danone. Before moving to Hamburg in 2004, Christian had worked in London, as the General Manager of Landor's Department for European clients Diaego and Numico, and was globally managing companies such as Baileys, Smirnoff, Johnnie Walker, Cow & Gate, Milupa and Aptamil...



### Luigi Colani

Surely is one of the most famous designers of our time, but also one of the most controversial. There are those who regard him as a professional critic or as a professional design showman, but also those who worship him as a genius and a philosopher. The main trait of his approach to design are curved, organic forms, which he holds for ergonomically superior to the traditionally designed objects...



### Miles Newlyn

One of the most important typographers today, a thinker and a designer. He worked for the world's leading branding agencies on creating images of some of the most important global companies. Miles applies his talent to the logo and font design, and is renowned for pushing borders inside the corporate sector. He designed many well-known logos, including Honda and Unilever, but is also known for helping his clients step beyond the 20th century communication strategies and speak the contemporary language of hyperindividualism...



### Eugenio Perazza

Rule #1 for successful Italian furniture manufacturers seems to be: have a charismatic President. It works for Magis, plastic furniture specialists, headed by Eugenio Perazza. When it comes to hiring top notch designers for Magis, it appears that Perazza does not take no for an answer. And his determination paid off. The Magis' production lists literally read as the who-is-who list of the most sought after designers in the world...



### Peter Saville

Made his name as Art Director and founder of the Factory Records, the legendary independent music production house. He is behind the video iconography of music bands such as Joy Division, New Order and Pulp. Saville did a lot for the fashion industry as well, has clients such as Jill Sander, Yohji Yamamoto, Dior, Stella McCartney. He consulted for Gucci and Selfridges on the issues of branding and identity. In March 2004 he became the Creative Director of the city of Manchester.



### Florian Dengler

Since 2004 has been in the post of Creative Director in the corporate design agency MetaDesign with the seat in Berlin. Having finished design studies, Dengler started his creative career in the leading German multimedia agency, Pixelpark. Dengler then moved to the international design agency Frog Design. As Vice President of digital media, he was in charge for clients such as Home Shopping Europe, Heidelberger Druckmaschinen and Issey Miyake. He is the author of several books on web design and brand strategies.



### Ross Lovegrove

In the early 80's he worked for Frog Design on projects such as the Sony Walkman and Apple computers. Later on he moved to Paris where he consulted for Knoll. Together with Philip Stark and Jean Nouvel he joined the Atelier du Nimes, where their clients were Cacharel, Vuitton, Hermes and Dupont. In 1990 he founded Studio X. The list of his clients includes British Airways, Kartell, Capellini, Philips, Tag Heuer, Fratelli Guzzini, Alias and Herman Miller. His works are exhibited at museums worldwide – the MoMA and Guggenheim in New York, the Axis Center in Japan, the Pompidou Center in Paris, the Design Museum in London.



### Konstantin Grcic

In 1991 he founded his own design studio, Konstantin Grcic Industrial Design (KGID) in Munich. He worked for some of the leading European design companies: Agape, Triade, Flos, Krups, Lamy, Magis, Moormann, Moroso, etc. Konstantin Grcic makes industrial products which are most often described as pared down, simple and minimalist. What sets him apart in the current minimalist streams is combining maximum formal strictness with a ample quantity of mental agility and humor. Many of his works have received prestigious awards. The "Mayday Lamp" produced by Flos is a part of the standing exhibition at the Museum of Modern Art in New York, and in 2001 he won the Compasso D'Oro.



### Fernando Gutiérrez

Partner, Pentagram/London. He studied design at the London College of Printing. In 1993 he co-founded Grafica in Barcelona. In October 2000, he joined Pentagram and became the partner in its London office. In November 2000, Fernando became Creative Director of Benetton's Color magazine, targeting the global community, the concept of which was created by Oliviero Toscani and the late Tibor Kalman. Currently the designer and the Art Director of Matador, a literature and photography magazine published annually in Madrid. He worked on numerous editorial projects for the Spanish daily El País. Fernando is currently the Creative Director-Consultant for the national museum Prado in Madrid.

## 6 days

**The First Belgrade Design Week festival** sets out with a two-day conference **market<sup>2</sup>**, a first ever “speed-dating”-project of the most important creatives in the Serbian advertising scene, all gathered at one place and in one day. On **the first day**, The most significant local advertising, branding and design agencies as well as independent experts, will showcase their most successful projects in fast-moving, stimulating 20-minute individual presentations. Agency owners, creative directors, independent art directors and designers will all be offered an opportunity to point out and illustrate the differences in the methodology of their creative processes before an agency-buying professional public and VIP representatives of the regional industry, media and administration.

**If you ever wondered how and where to choose an agency in Serbia, custom-tailored to fit your needs, this is the right day for you.**

**The second day** of the conference **market<sup>2</sup>**, is at least equally interesting. It is dedicated to roundtables with discussions on the four most important branches in the future development of business in Serbia – commerce, the industry of food and beverages, tourism and finally the entertainment&media industry. Directors of the largest retail networks, banks, etc, will discuss triumphs and flops in the retail war for power in the streets of Serbia; directors of the leading media houses, producers and creatives will cross swords and join issues about the development of Belgrade as the centre of the entertainment industry in a region covering 50 million people; the leading experts in tourism, historians and publicists will discuss identity programs for the City of Belgrade, applicable to tourism; creators of established and new food brands from Serbia will go into details about strategies of penetrating new global markets.

**You will have first-hand knowledge of how the major decision makers in the Serbian market think, act and what their plans for the future are.**

**The third and the fourth day** are reserved for the central event of the festival: a two days branding conference, the **brand<sup>2</sup>**. This event can change the business-scape of Serbia forever, as 20 of the most important global experts bring their priceless experience as brand-leaders, both as owners/managers of the most important global brands and as their creators/designers!

**This kind of a branding mega-stars line-up, all at one place, has probably never been seen anywhere since the 12 apostoles! Already in the first announcement of the festival the BDW received booking for over 50% of the total number of tickets from international delegates.**

An equally spectacular event, for all those who understand the significance of design in the modern world, is a two-day conference **design<sup>2</sup>**, taking place on the **fifth and the sixth day** of the festival. Its focus is the ‘tangible’ design: product and fashion design. **Guests and participants at the first day are the globally biggest design-celebrities, who never before lectured at the same conference together: Gaetano Pesce, Karim Rashid, Konstantin Grčić, Ross Lovegrove, Luigi**

**Colani...**, as well as the Serbian stars of global design: Branko Lukić, Saša Lakić, Darko Mladenović... – who will help us recognize and appreciate the importance of design in the battle for a good marketplace.

The festival closes with an afternoon session dedicated to fashion. All these years, fashion has been in the focus of the domestic public, but never in such a way and never with such guests. Why and how is fashion inextricably linked to creating and managing commercial concepts and trends? This topic will be tackled through a series of panels by a host of top designers, stylists and photographers who shape the European and local scene.

**This day is a unique opportunity for fashion experts and connoisseurs who ever wanted to enter the backstage of the fashion business!**

## 5 events

Belgrade Design Week includes five intertwined events. The **market<sup>2</sup>**, **brand<sup>2</sup>** and **design<sup>2</sup>** conferences are all supplemented by accompanying exhibitions, events and happenings in **beograd<sup>2</sup>** program, as well as with the related shows at the traditional 19th Belgrade Fashion Week, now better than ever, dubbed **fashion<sup>2</sup>**.

**Each five events come as top experience and a delicacy: a place where much can be learnt and picked up, but also much pleasure gained from socializing with the biggest minds in the field of communication and design. Even though the common denominator is design, each one of the five events is in fact an excellent choice in its own right! Pick your festival, your day, your inspiration, and come!**

## 1 city: Belgrade

Plan to spend the evenings after the conference program with us too: each night starting at 20:00h, in more than 50 locations in the city await you spectacular exhibitions, constituent assemblies of professional associations of creatives, awards, a daily report about the festival at the national TV channel, and an After Party every night, informal hanging out with participants at the best places for fun that Belgrade can offer. We will check if Belgrade is indeed the ‘Sin City’, that the foreign press reporters dubbed it recently.

**What we will certainly see is the new face and the new spirit of Belgrade. Events like this one, which define the rhythm and the feeling of a city, stand for a real modern metropolis!**



**April 17 – the Sava Center, Hall 1**  
**Serbian creative speed-dating day**

08.30-09.00	Registration
09.00-09.30	Opening ceremony: Mister Bojan Dimitrijević, Minister of Commerce, Tourism and Services of the Republic of Serbia

**Six Stars Service**

\*International advertising networks in Serbia ponder challenges laying before us, starring 6 top int'l ad-agencies working for the NET!

09.30-09.50	Žaklina Kušić (Publicis)
09.50-10.10	Miša Lukić (Leo Burnett)
10.10-10.30	Vesna Radaković (BBDO)
10.30-10.50	Bojan Joksimović (TBWA)
10.50-11.10	Srdjan Šaper (McCann)
11.10-11.30	Marin Šimurina (Grey)
11.30-12.00	BREAK

**Balkans on Top**

\*Serbian advertising agencies: how they compete regionally with big international names, as seen in the examples of the 7 best ones. Think global – act local!

12.00-12.20	Olja Bečković (Idols & Friends)
12.20-12.40	Milica Madžgaljević (Ogilvy & M)
12.40-13.00	Aleksandra Kosanović (Nova Y & R)
13.00-13.20	Marko Stojanović (JWT)
13.20-13.40	Ivan Stanković (Communis)
13.40-14.00	Dragana Jovančević (CAN)
14.00-14.20	Dada Ratković (Idea +)
14.20-15.20	LUNCH BREAK

**Inside Story**

\*6 top Serbian Art Directors establishing Belgrade-based design businesses showcase local creative excellence

15.20-15.40	Slobodan Jovanović (Coba&Ass.)
15.40-16.00	Vuk Lončarević (Unibrand 360)
16.00-16.20	Ivan Martinović (New Page)
16.20-16.40	Boris Marčetić (Brandmama)
16.40-17.00	Kosta Glušica
17.00-17.20	Jovan Jelovac (trans:east)
17.20-18.00	BREAK

**Serbs You Right**

\*6 Art Directors creating abroad reveal the sweet smell of success showcasing their best work

18.00-18.20	Slavimir Stojanović (Futro)
18.20-18.40	Miloš Jovanović (Hardisco)
18.40-19.00	Tony Došen (613 Creative)
19.00-19.20	Siniša Vljaković (Impact BBDO)
19.20-19.40	Vladan Srdić (The Sign)
19.40-20.00	David Skokna (Huge)

**April 18 – the Sava Center, Hall 1**  
**Future of Serbia - 4 Key Panels**

08.30-09.00	Registration
09.00-09.30	Opening ceremony: Mister Slobodan Milosavljević, Chairman of the Commerce Chamber of Serbia

**Food for Thought**

\*The role of design and branding for success in the F&B industry, with leading regional businessmen, creatives and the media

09.30-09.45	Keynote expose: Manfred Stoeckl, Vienna, A
09.45-10.00	Jasna Matić (SIEPA)
10.00-10.15	Ana Kovačević (Moć prirode)
10.15-10.30	Rade Pribičević (Knjaz Miloš)
10.30-10.45	Vojin Đorđević (Voda Voda)
10.45-11.00	Nebojša Mišić (Arex)
11.00-11.45	Discussion
11.45-12.00	BREAK

**Design Sells**

\*The fight for the best Point of Sale in the region, between the mega-markets, shopping malls, banks and the high-street

12.00-12.15	Keynote expose: Rana Salam, London, UK
12.15-12.30	Maxi
12.30-12.45	Banka
12.45-13.00	Lilly
13.00-13.15	Delta City
13.15-13.30	Konzum
13.30-14.00	Discussion
14.00-15.00	LUNCH BREAK

**Belgrade Identity**

\* Problems facing Belgrade- branding, history, identity and tourism issues, with city officials, creatives, experts, historians...

15.00-15.15	Keynote expose: Colin Finnegan, London, UK
15.15-15.30	Milica Čubrilo (Tourist Organization of Serbia)
15.30-15.45	Bojan Stanojević (City of Belgrade)
15.45-16.00	Predrag Marković (historian)
16.00-16.15	Miloš Milovanović (Project Belgrade)
16.15-16.30	Srđa Anđelić (RTV B92)
16.30-16.45	Đorđe Bobić, city architect
16.45-17.15	Discussion
17.15-17.45	BREAK

**Showtime**

\*Belgrade as the centre of the movie, music, entertainment and TV industry of the South East European region, with 60 million consumers

17.45-18.00	Keynote expose: Sian Tichar, London, UK
18.00-18.15	Maksa Čatović (music producer)
18.15-18.30	Srđan Dragojević (movie director)
18.30-18.45	Aleksandar Tijić (RTS)
18.45-19.00	Veran Matić (RTV B92)
19.00-19.15	Đorđe Miličević (Film center Serbia)
19.15-19.30	Bojan Bošković (EXIT MUSIC FESTIVAL)
19.30-20.00	Discussion

**April 19 – the Sava Center, Hall 1**  
**Branding Strategy Day**

09.00-09.30	Registration
09.30-09.45	Opening ceremony: Milan Parivodić, Minister of International Economic Relations of the Government of Serbia

**Brandstates**

**\*Branding places and nations into focus, and how this interacts with identity**

09.45-10.45	Sicco van Gelder - The New Branding Imperatives for Developing Countries
10.45-10.50	BREAK
10.50-11.50	Dave Bell i Matthijs de Jongh, KesselsKramer - Branding Amsterdam
11.50-12.00	BREAK
12.00-12.50	Iaan Bekker – Explicitly South-African: Case Studies of Brands in Tourism
12.50-13.00	BREAK
13.00-14.00	Friedrich von Borreis - Who's afraid of the Niketown?
14.00-15.00	LUNCH BREAK

**Branding for Success**

**\*How amazing branding creates amazing businesses**

15.00-16.00	Christian Schroeder, Managing Director, Landor - Privatisation from all angles
16.00-17.00	Eugenio Perazza, CEO of Magis – The spirit of Magis
17.00-17.15	BREAK
17.15-18.15	Matthias Huettebraeuer, Director of Marketing, DESIGN HOTELS – Travel, design and the new luxury
18.15-19.15	Petra Holler, DAVIDOFF – How to successfully rejuvenate a luxury brand

**April 20 – the Sava Center, Hall 1**  
**Branding Crativity Day**

09.00-09.30	Registration
09.30-09.45	Opening ceremony: Mr Andreas Zobel, Ambassador of the Federal Republic of Germany

**Brand Leaders**

**\*Cutting-edge creativity in branding**

09.45-10.45	Florian Dengler i Marcus Oltmans, Metadesign – Branding beauty
10.45-10.50	BREAK
10.50-11.50	Miles Newlyn - Beyond Reason
11.50-12.00	BREAK
12.00-12.50	Fernando Gutierrez, Pentagram - Brand in your pocket
12.50-13.00	BREAK
13.00-14.00	Davor Bruketa i Nikola Žinić, BruketaŽinić; Moe Minkara, Branddoctor – Turning point
14.00-15.00	LUNCH BREAK

**More than Branding**

**\*Global masters of future communications**

15.00-16.00	Jan Rijkenberg, BSUR, Amsterdam - Concepting
16.00-17.00	Matts de Jongh i Dave Bell, KesselsKramer – Be bold or be invisible
17.00-17.15	BREAK
17.15-18.15	Nicholas Ind - More than branding
18.15-19.15	Peter Saville - Graphic Sex

**The most useful business event of the year**

- You will understand the mindsets and the methodology of the greatest international experts in the fields of advertising, design, branding and fashion
- You will get a clear insight into the 'mysterious' factors determining the difference between the hits and the flops in the market
- You will receive loads of advice and ideas which you can then apply to your work immediately
- You will make an assessment of chances and threats laying before you in the nearest future
- You will hear the greatest international visionaries speak of their beliefs regarding the future of brands and the brands of the future
- You will meet the international, regional and local elite in the key areas of business; make use of this invaluable contacts!

Do not expect long one-way presentations. **Our roundtable sessions are intended for debates.** Join in the open and interactive discussions with global business leaders. Numbers of seats are strictly limited, book them now.

**Who can benefit most from a festival like this one?**

An event like this offers scores of revelations, strategic insights and speculations on crucial business decisions of a modern company. Therefore, we specifically recommend attendance to:

- Executive directors
- Presidents and owners of companies of all sizes
- City, district and regional managers
- State administration
- Marketing experts
- Brand managers
- Personnel dealing with PR and communications
- Business consultants
- Professional advertising, branding and desing agencies
- Independent design, fashion and marketing professionals
- Media and entertainment industry, managements in the field of culture
- Architects and city planners

## April 21 - The Federal Council Of Ministers The International Superstars Day

09.00-09.30 Registration  
09.15-09.30 Opening ceremony: Mr Darijan Mihajlović,  
Secretary of Culture of the City of Belgrade

### Design Icons

#### \*Masters at work - how they made design history

09.30-10.30 Ben Evans, Director, London Design Festival -  
Saturation, strategy and jumpstarting a festival  
10.30-11.30 Luigi Colani - Translate nature  
11.30-12.00 BREAK  
12.00-13.00 Gaetano Pesce - Nobody's perfect  
13.00-14.00 Deyan Sudjic - Design of power and power of  
design  
14.00-15.00 LUNCH BREAK

### Design Megastars

#### \*Reinventing design - the new global stars

15.00-16.00 Karim Rashid - Design yourself  
16.00-17.00 Konstantin Grcic - The heart and the character  
17.00-17.15 BREAK  
17.15-18.15 Ross Lovegrove - Supernatural  
18.15-19.15 Maxim Velcovsky - Czech-In



#### The Chairman of Festival Jovan Jelovac:

'Belgrade Design Week is at once the most eastern and the most southern European design festival, the most western design festival of the Balkans, the only design festival in the former Yugoslavia and globally unique in that it takes place in a country with no tradition in design whatsoever!!!'

## April 22 - Museum of Contemporary Art Designed by Serbian Stars

09.00-09.30 Registration  
09.15-09.30 Opening ceremony: Mr Dragan Kojadinović,  
Minister of culture of the Republic of Serbia

### Product of Serbia

#### \*Serbian design stars working internationally

09.30-10.30 Branko Lukić - From Frisco with love  
10.30-11.30 Saša Lakić - Designed for speed  
11.30-11.45 BREAK  
11.45-12.45 Darko Mladenović - Crystal clear branding  
12.45-13.45 Jelena Mijanović - Once upon a time there was a brand  
13.45-14.45 Srđan Jovanović Weiss - Design me a city  
14.45-15.45 LUNCH BREAK

### Dress to Serb

#### \*Moda je u modi

15.45-16.30 Nenad Radujević - How I created the Belgrade  
Fashion Week  
16.30-17.30 Panel discussion: Fashion in SCG  
Dragana Ognjenović  
Verica Rakočević  
Iva Stefanović  
Trikotaža Ivković  
Jelena Zvekić (Legend)  
17.30-17.45 BREAK  
18.00-20.00 Panel discussion: International Fashion Players  
Ruska Bergman  
Miša Milovanović  
Roksanda Ilinčić  
Danilo Žižić

### Media partners of the festival:

RTS · Bg2 · PINK TV · ICON/UK · CREATIVE REVIEW/UK · GRAFIK/UK · FRAME/NL · ORIS/CRO · KAK/RUS · BLOK/CZ · HIŠE/SLO · COSMOPOLITAN  
PLAYBOY · MAN'S HEALTH · MAXIM · YELLOW CAB · AMBIJENTI · GENUIS DOMUS · PRESTUP · EKONOMIST · E-MAGAZIN · EKONOMETAR  
BIZNIS MAGAZIN · MARKET · CAFFE&BAR · MOBILNI MAGAZIN · INTERNET OGLEDALO · DANAS · GLAS JAVNOSTI · BLIC · GM · SUPER TV  
EXECUTIVE NEWSLETTER · ALMA QUATTRO · METROPOLIS · HTTPOOL · TERAZIJSKI EKRAN

## This grand festival of creativity is already supported by:

- The City of Belgrade
- The Sava Centar
- Ministry of Culture of the Republic of Serbia
- Ministry of Education and Sports of the Republic of Serbia
- Ministry of Trade, Tourism and Services of the Republic of Serbia
- Ministry of International Economic Relations of the Republic of Serbia
- Ministry of Agriculture of the Republic of Serbia
- Ministry of Foreign affairs of SCG
- Chamber of Commerce of Serbia
- Organization for Security and Co-operation in Europe (OSCE)
- Agency for international investments and promotion of exportation of Serbian Republic (SIEPA)
- Tourist organization of Serbia
- Tourist organization of Belgrade
- Embassy of German Republic
- Embassy of Kingdom of Netherlands
- Embassy of Czech Republic
- French cultural centre
- Italian cultural centre
- European Expert Group

# Price list and registration of delegates!



**Remark:** The City of Belgrade has provided a donation to ensure that the **design<sup>2</sup>** conference is cost-free! Consequently, this unique conference will be a part of the "Belgrade Days" event. In addition, the Ministry of Culture of the Republic of Serbia provided a donation so that the domestic public is granted with a significant participant fee discount for the whole festival. You will be able to take part in this six-day event at the price of an average local one-day business seminar!

Program name	Cost for SCG citizens	Cost for foreign citizens
Conference <b>market<sup>2</sup></b>	100 EUR* <sup>1</sup>	180 EUR* <sup>1</sup>
Conference <b>brand<sup>2</sup></b>	400 EUR* <sup>1</sup>	600 EUR* <sup>1</sup>
Conference <b>design<sup>2</sup></b>	Cost-free, with booking beforehand* <sup>2</sup> Reservation booking priorities are as follows: 1. The City of Belgrade 2. Sponsors of Belgrade Design Week 2006 3. Participants of the conference Brand <sup>2</sup> 4. Participants of the conference Market <sup>2</sup> 5. Co-organizers and partners of BDW 6. Professional designers, with a certificate 7. Business people, recognized by CCS 8. Students of art and business faculty	
	<b>VIP Seats</b> (Seats closest to the speakers. Desks and special comfort for following the event and conference work secured): + 50 EUR/DAY	
	<b>Festival Discounts</b> <ul style="list-style-type: none"> <li>• For more than three reservations – 10%</li> <li>• For payments before April 1 – 5%</li> </ul>	

\*<sup>1</sup> Payable in CSD, at the mid-exchange rate of the NBS on the day of payment. All prices are specified in net amount, with the addition of VAT in most cases. Paid VAT can be treated as a tax release and effectively does not increase the price of the tickets.

\*<sup>2</sup> As per priorities list, seats are allocated by the first-come-first-served system. The organizer will be updating the list of applications regularly, and you will be notified in time of the status of your application.

## Registration form

Name and last name\*<sup>3</sup>

Position

Organisation

Business area

Address

PIB Number

Contact person\*<sup>4</sup>

Telephone

Fax

E-mail

\*<sup>3</sup> In case of an individual application / \*<sup>4</sup> In case of a group application.

	Number of regular seats	Number of VIP seats
<b>market<sup>2</sup></b>	<input type="text"/>	<input type="text"/>
<b>brand<sup>2</sup></b>	<input type="text"/>	<input type="text"/>
Reservation for 5 <sup>th</sup> day <b>design<sup>2</sup></b>	<input type="text"/>	<input type="text"/>
Reservation for 6 <sup>th</sup> day <b>design<sup>2</sup></b>	<input type="text"/>	<input type="text"/>

Please fill in all the required data, and then send the enclosed application form. You can apply by telephone or by e-mail, or use the web site:

[www.belgradedesignweek.com](http://www.belgradedesignweek.com)

**Telephone:**

+381 [0]63 477 812

**Fax:**

+381 [0]11 36 16 944

**Address:**

Kneza Miloša 77, 11000 Beograd

Srbija i Crna Gora

**E-mail:**

[registracija@belgradedesignweek.com](mailto:registracija@belgradedesignweek.com)

**Contact person:**

Maja Sekulović

### Disclaimer

Organizer reserves all rights to change the agenda of the programme, speakers, locations, and in return provide an alternative substitution of equal quality, and has the obligation of timely notification of the participants.

### Number of seats

at the Festival are limited to the seating capacity of Hall 1 of Sava Centar. Once the list of participants is closed we will not be able to approve additional seats.

**So, hurry up with the application!**

### Registration

Submission of this form is an official application for the participation. Upon its receipt, our ticket sales department will send you instructions for payment from SCG or from abroad, in CSD or other currency, as you may wish. Booking will be confirmed only once your payment is settled. Closing date for payment is April 14, 2006, or till all the seats for the conference are filled. Whole amount of registration fee must be settled before the festival.

### Cancellation

In case you cancel your participation before April 1st 2006, your money will be refunded with a 20% decrease on account of administrative expenses. After the above mentioned date it will not be possible to cancel the submitted applications. Organizer reserves the right to change the contents of the programme if needed.

### The language of the conference

Official languages are English and Serbian. Simultaneous interpreting will be provided for both official languages.

### Location

Conferences **market<sup>2</sup>** and **brand<sup>2</sup>** will take place at the Sava Centar. Conference **design<sup>2</sup>** will take place at the SIV building and the Museum of Contemporary art.

### Registration fee includes

Access and participation in the conference work, simultaneous translation if needed, as well as refreshment in breaks, conference material and working lunch. Registration fee does not include possible visa costs, cost of travel or of accommodation, which the participants must provide for themselves.