

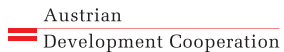
**DANUBE
FESTIVALS
NETWORK**

www.danubefestivals.net



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EXIT



**CIN
EMA
CITY**



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ABOUT DFN

What are the requirements in terms of experience, knowledge, skills and creative solutions when organizing spectacular public events, such as Berlinale, Sziget, Glastonbury, Sundance, Rotterdam, SXSW, DEAF and many others? What is the impact of such an event on the city, region, culture, economy, tourism development and image of a country?

The Danube Festival Network project – DFN aims to emphasize **the key role that festivals and creative industries have on economic and tourism development**, with a focus on the Danube region of Serbia. As part of its activities the DFN intends to present **the cultural potential of the country, through festivals and their impact on economy and tourism development**. In order to achieve that, the three festivals that gather a very large number of visitors from the country and abroad – **EXIT Music Festival, Mikser Festival of Creativity and Cinema City Film Festival** entered into a partnership.

The project is supported by the **European Union** and the **Austrian Development Agency (ADA)** as part of the programme **“Socio-economic Development of the Danube Serbia Region”**.

The main objectives of the project and challenges that lie ahead for these three festivals are **promotion of the festival of creative industries as important cultural and tourism products, networking of professionals** who organize festivals in the Danube region of Serbia, **and their professional development**. Cinema City, Exit & Mikser invite you to stay in touch with these exciting events of the Danube Festival Network, and become a part of the energy of the festivals that contribute to the positive image of the region!

O DFN

Koliko energije, kreativnih rešenja, veštine, iskustva, znanja i profesionalnog kadra je neophodno da bi se organizovao jedan spektakularan javni događaj, poput fantastičnih festivala koje obožavamo – Berlinale, Sziget, Glastonberi, Sandens, Rotterdam, SXSW, DEAF i mnogi drugi? I koliki je uticaj jedne ovakve manifestacije na grad, region, kulturu, privredu, porast turizma i imidž jedne zemlje?

Projekat Dunavska festivalska mreža (DFN) upravo želi da naglasi **ključnu ulogu festivala i kreativnih industrija za razvoj turizma i ekonomije** sa akcentom na dunavski region Srbije. Tokom realizacije seta aktivnosti DFN namerava da predstavi **kulturni potencijal**

zemlje kroz festivalske manifestacije i njihov uticaj na ekonomsko stanje i razvoj turizma. U ovoj nameri, kao partneri, udružila su se **tri festivala koja okupljaju izuzetno veliki broj posetilaca** iz zemlje i sveta – muzički festival **EXIT**, festival kreativnosti **Mikser** i filmski festival **Cinema City**.

Projekat je podržala **EU i Austrijska razvojna agencija (ADA)** u okviru programa **“Socio-ekonomski razvoj dunavske regije u Srbiji”**.

Osnovni ciljevi projekta, i izazovi pred kojima se nalaze tri poznata festivala, jesu **promocija festivala kreativnih industrija kao važnih kulturnih i turističkih proizvoda i umrežavanje i jačanje profesionalnog kadra** koji se bavi organizacijom festivala u dunavskom regionu Srbije. Cinema City, Exit & Mikser pozivaju vas da ispratite uzbudljiva dešavanja pod okriljem Dunavske festivalske mreže, i postanete deo festivalske energije koja doprinosi pozitivnom imidžu regiona!



DFN ACTIVITIES

International conference in Belgrade, during the Mikser Festival will allow for the networking of some of the most interesting festival organizations from the country and abroad. One of the topics of the conference will be the development of festivals and their positioning as attractive tourism brands on international markets.

This conference will be followed by a **two-day workshop in Novi Sad**, organized by the **Cinema City Festival**, which will gather some of the most interesting professionals from all over the world, who work in the domain of creative industries. The authorities from the industry will share their experiences and practical knowledge on event planning and production, marketing, communication and the importance of networking.

During the EXIT festival the focus will be shifted to the promotion of the festivals from the Danube region of Serbia and DFN network, through **organized press tours for journalists from the country and abroad**. Adoption of the most advanced knowledge and skills from the domain of event management will be particularly especially facilitated by study visits to **B2B conferences**, where contacts will be made with the most influential institutions and professionals from creative industries, but also where values of the Danube region in Serbia will be promoted.

AKTIVNOSTI DFN

Internacionalna konferencija u Beogradu, na Mikser festivalu, omogućice uvezivanje najinteresantnijih festivalskih organizacija iz zemlje i inostranstva. Jedna od tema konferencije biće razvoj i poziciranje festivala kao atraktivnih turističkih brendova na međunarodnim tržištima.

Na dvodnevnoj radionici u Novom Sadu, u organizaciji festivala Cinema City, okupiće se neki od svetski najinteresantnijih profesionalaca iz domena kreativnih industrija. Autoriteti iz branše će podeliti svoja iskustva i praktična znanja o planiranju i produkciji manifestacija, marketingu, komunikacijama i važnosti umrežavanja.

Na **muzičkom festivalu EXIT** pažnja će biti posvećena promociji festivala dunavskog regiona Srbije i DFN mreže, i to kroz **organizovanu turu za novinare iz zemlje i sveta**. Usvajanju najsavremenijih znanja i veština u oblasti organizacije događaja naročito će doprineti studijske posete na **B2B konferencije**, gde će se ostvarivati profesionalni kontakti sa najznačajnijim institucijama i profesionalcima kreativne industrije ali promovisati i vrednosti dunavskog regiona u Srbiji.



PARTNERS@DFN

EXIT is an award-winning summer music festival held since year 2000 at the Petrovaradin Fortress in Novi Sad, which many consider as one of the best festival venues in the world. It has grown from the biggest festival in this part of the planet to one of the most popular, winning the prestigious "Best Major European Festival" title at the European Festival Awards in 2013. With global media attention and recognition, Exit has been ranked into best world tourist destinations. So far, over 2 million visitors have attended the Exit festival and thousands of journalists from around the world, including representatives of the New York Times, Guardian, Times, BBC, MTV who reported about the exciting concerts and parties that took place alongside Danube river. More information on Exit Adventure and this year's edition of Exit festival at exitfest.org

MIKSER festival, the largest regional festival of creativity and innovations, uses a multidisciplinary way to examine the phenomena of modern society, especially the social role of creative disciplines. Taking place on 40 locations in Belgrade quarter Savamala, the festival presents over 1000 artists – designers, architects, visual artists. In the past five years the Festival has gathered over 6,000 participants from various creative disciplines, whose work was seen by over 450,000 visitors. This year, the slogan of the Festival is "Sustainable Utopia". This oxymoron will inspire key programme areas of the Festival, with the idea of creating guidelines for the development of that quarter, but also to examine in a broader context the place that culture and art have in the society. More information at mikser.rs



CINEMA CITY is an international film festival that is held annually in Novi Sad across 10 very attractive city locations as parks, galleries and squares, enabling the audience to enjoy rich film, music and academic programmes for 8 days. Focusing especially on young talents from all over the world, Cinema City screens over 100 indie films, bringing closer film authors, students and film fans. During its previous editions, the Cinema City International Film Festival screened over 600 films, welcomed approx. 300,000 film aficionados and more than 2,500 renowned film professionals from all over the world, among others – board members of the prestigious European Film Academy. Fantastic opening and closing parties, concerts and accompanying music events during the festival bring a special atmosphere to the celebration of film art. More information at cinemacity.org

PARTNERI@DFN

EXIT je višestruko nagrađivani festival koji se svakog leta od 2000. godine održava u Novom Sadu na Petrovaradinskoj tvrđavi, koju mnogi smatraju jednom od najboljih festivalskih lokacija na svetu. Od najvećeg festivala u ovom delu planete, Exit je postao i jedan od najpopularnijih, osvojivši 2013. godine prestižnu nagradu za „Najbolji veliki evropski festival” u okviru manifestacije Evropske festivalske nagrade. EXIT nastavlja da privlači ogromnu medijsku pažnju i stiže priznanja, budući da je svrstavan i u liste najboljih svetskih turističkih destinacija. Do sada je Exit festival posetilo više od 2 miliona posetilaca i hiljade novinara iz celog sveta, uključujući predstavnike New York Times, Guardian, Times, BBC, MTV, koji su izveštavali o uzbudljivim koncertima i žurkama na obali Dunava. Više informacija o Exit Avanturi, ovogodišnjem izdanju EXIT festivala, na exitfest.org.

MIKSER festival, najveća regionalna smotra kreativnosti i inovacija, na multidisciplinarn način preispituje fenomene savremenog društva, a posebno društvenu ulogu kreativnih disciplina. Održava se na više od 40 lokacija u beogradskoj četvrti Savamala, uz učešće oko 1.000 stvaralaca – dizajnera, arhitekata, vizuelnih umetnika. MIKSER festival je u prethodnih pet godina okupio 6.000 učesnika iz raznih kreativnih disciplina čije je stvaralaštvo videlo gotovo 450.000 posetilaca. Ove godine, festival se održava pod sloganom „Održiva utopija“. Ovaj oksimoron će inspirirati ključne programske celine festivala sa idejom da kreira smernice za dalji razvoj kvarta, ali i da, u širem kontekstu, preispita mesto kulture i umetnosti u društvu. Više informacija na mikser.rs



CINEMA CITY IFF je međunarodni filmski festival koji se svake godine održava u Novom Sadu na preko 10 atraktivnih lokacija kao što su parkovi, galerije, trgovi, omogućavajući publici da tokom 8 dana uživa u bogatim filmskim, muzičkim i akademskim programima. Uz posebnu pažnju usmerenu ka mladim talentima iz celog sveta, Cinema City prikazuje preko 100 ostvarenja nezavisne produkcije i približava filmske autore, studente i fanove filma jedne drugima. Tokom prethodnih izdanja, prikazano je više od 600 filmova, a Cinema City posetilo je oko 300.000 ljubitelja filma i više od 2.500 uglednih filmskih profesionalaca iz celog sveta, uključujući i članove borda Evropske filmske akademije. Fantastične žurke otvaranja i zatvaranja, koncerti i propratna muzička dešavanja tokom festivala donose specifičnu atmosferu proslavi filmske umetnosti. Više informacija na cinemacity.org

THE DANUBE REGION – REGION OF CREATIVITY

As one of more dynamic regions of Europe, the Danube basin connects ten countries from Central and Eastern Europe through shared values, historical heritage, and most importantly – shared future. The authenticity, nature, cultural and historical heritage, cultural events, and the unique blend of energy, spirit and ambience of this part of the Balkans, make this region specific and particularly suitable for the development of festivals of creative industries. The number of events that are initiating creative economy in Serbia is rising, based on original approaches and contemporary trends in art. Visit of foreign tourists that is generated during these festivals is a chance for the promotion of a unique blends of ambience, energy and open mentality, but as well, a chance for economic development. However, a vast majority of festivals still has a local character and it is necessary to acquire knowledge and skills that will improve the quality of the events and increase their visibility. Danube Festival Network will strive to contribute to the promotion of the Danube region as a region of creativity!

PODUNAVLJE - REGION KREATIVNOSTI

Kao jedan od dinamičnijih delova Evrope, Dunavski basen spaja deset zemalja srednje i istočne Evrope zajedničkim vrednostima, istorijskim nasleđem i najvažnije - zajedničkom budućnošću. Autentičnost, bogata priroda i nasleđe, kulturni sadržaji, kao i jedinstveni spoj energije, duha i ambijenta ovog dela Balkana, koji leži na Dunavu, čine ovaj region specifičnim i posebno pogodnim za razvoj festivala kreativnih industrija. U Srbiji je sve više manifestacija koje su pokretači kreativne ekonomije, zasnovane na inovativnim i originalnim pristupima i savremenim tendencijama u umetnosti. Poseta stranih turista koja se generiše za vreme ovakvih festivala jeste svojevrsna prilika za promociju jedinstvenog sklopa autentičnog ambijenta, energije i otvorenog mentaliteta ali i šansa za privredni razvoj. Ipak, velika većina festivala je i dalje lokalnog karaktera i neophodno je ovladati znanjima i veštinama koje će poboljšati kvalitet samih manifestacija ali i povećati njihovu vidljivost. Dunavska festivalska mreža će nastojati da da svoj doprinos u promociji Podunavlja kao regiona kreativnosti!





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