



**Balkan Urban Movement**

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## INVITATION LETTER

### CoolTURE

Belgrade, Serbia, 05th – 07th of October 2018

Dear Mr. Jašarević,

On behalf of consortium of municipalities and NGOs from Bosnia and Herzegovina, Macedonia, Slovenia, Belgium and Serbia, we would like to invite you to the “Europe Talking” project, supported by Europe for Citizens programme of the European Union. Main event within a project will take place at Vračar Municipality in Belgrade, from 05th to 07th of October 2018 within one of the most prominent modern cultural events in Eastern Europe – 57th October Salon, and it would be our pleasure to have you there to help us bring closer modern culture to the young generations, especially since PRONI Center for youth development is our official partner on the project. Also, we would be more than glad to host a group of up to 50 youth workers and youth representatives from yours and your partner organizations, in order to further contribute to discussion about importance of mobility and exchange in culture for social development and building of the European identity.

In order to building of new European culture and cultural heritage, we will gather more than 200 young people and representatives of municipalities from all above-mentioned countries. They will have opportunity to be part of the first of a kind EU Art Night in Serbia as a modern concept of attracting young people into culture, to engage into discussion on importance of mobility for EU citizenship, cultural heritage and importance of its exchange for creation of European identity and develop skills of storytelling for mainstreaming culture among their peers. We believe that role of local authorities, cultural institutions and NGOs supporting cultural development is key to intercultural exchanges and bringing culture to young people and this is the reason why we invite you to take part in this event.

It would be our pleasure if you accept this invitation and come to CoolTURE event in Belgrade, hosted by Vračar Municipality and NGO Balkan Urban Movement. This project will also be used to discuss and establish foundation of future cooperation between all municipalities involved in this project. Special meeting for this purpose will be organized during event, where municipality representatives, (LA, youth offices and cultural institutions) can discuss their work.

Consortium takes responsibility for comfortable, enjoyable and productive stay in Serbia of the whole group, thus we will arrange and cover costs of your transportation, accommodation and meals, as well as logistics during your stay. We would kindly ask you to let us know if you are able to come to Belgrade from 05th to 07th of October and also who is going to come with you and help us reach a goal of this event to support culture today, create European cultural heritage for future generations and bring citizens even more closer to modern culture. You should provide us with your answer by sending it on e-mail address: [info@bum.org.rs](mailto:info@bum.org.rs) until 4th of September 2018.

Sincerely,

Danijela Maljević

President of NGO Balkan Urban Movement

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### AIM

To empower closer relations between modern art and culture today and young people, and by that put cultural programs higher on the social agenda of young people.

### OBJECTIVES:

- to promote European citizenship among citizens through culture and build understanding of common European future
- to create interactive agendas for citizens understanding of European culture as importance for mutual understanding and exchange
- to promote importance of mobility in culture for the matter of guarding European cultural heritage and creating "new cultural heritage"

### SHORT DESCRIPTION OF THE PROJECT

CoolTURE project, supported by the Europe for Citizens program of the European Union aim to empower closer relations between modern art and culture today and young people, and by that put cultural programs higher on the social agenda of young people. Many cultural institutions in the world understood importance of creation of interaction between audience and exhibitions for mainstreaming culture. Also, a method of storytelling completely reshaped user experience in many areas, thus we want to combine those two and by bringing young people to one of the most prominent modern cultural events in the Eastern Europe – 57<sup>th</sup> October Salon (OS) where work of 69 visual artists will be presented, from over 35 countries from Europe and world, we will connect them to the arts through stories of their artists. The same way cultural heritage tells story of Europe, culture and art that we create today will be telling story of our time to some future generations that will see it as heritage. Therefore, through CoolTURE project young people will be visiting October Salon through modern concept of EU Art Night which is adapted to habits and interests of young people, learn about importance of mobility and exchange in the culture for building EU identity and about importance of supporting culture today for creating a cultural heritage for future generations, and develop skills of storytelling for mainstreaming culture among their peers.

57<sup>th</sup> October Salon as international manifestation of accomplishments in the field of visual art, of high significance for culture today and with tradition of more than half a century of reviewing of current tendencies in applied arts in Europe and around the World, will be excellent opportunity for making stronger connections of young people from the Serbia, Bosnia and Herzegovina, Macedonia, Slovenia and Belgium to culture today. By bringing them to OS our project will ensure mobility between citizens interested in art and culture, and by that guarding and supporting a building of new European culture and cultural heritage. Our primary target group among other groups of citizens and SH who will be actively involved, are young artists and youth with lack of accessibility to cultural contents. We plan to join them together on 57th October Salon and to offer them the opportunity to debate about the topics like: what are cultural benefits from being member of EU, importance of mobility for EU citizenship, cultural heritage and importance of its exchange for creation of European identity, role of LA and its institution in intercultural exchanges and development of heritage. Through workshops citizens will learn and exchange about how to use social media and story-telling as a tool for bringing these topics to discussion agenda, using OS as a role model.

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