



Delegation of the European Union  
to the Republic of Serbia



## EU spearheading cultural heritage campaign in Serbia

**Belgrade, 16 March 2018**

Under the slogan *Our heritage: Where the past meets the future*, the EU Delegation to Serbia and the EU Info Network (the EU Info Centre in Belgrade and EU Info Points in Novi Sad and Nis) are spearheading an all year round cultural heritage promotion campaign.

The campaign will feature over 40 events in Belgrade, Novi Sad, Nis, Novi Pazar and other cities, with a goal of bringing cultural heritage sites closer to citizens and reinforcing both the sense of common cultural heritage and belonging to common European space.

This way, the EU Delegation and the EU Info Network join numerous other actors in celebrating the European Year of Cultural Heritage across the Old Continent.

2018 has been proclaimed the [European Year of Cultural Heritage](#) and is being celebrated throughout Europe with a series of events. The goal is to draw citizens' attention to places of shared cultural heritage and highlight the history, culture and values that have created a sense of common European identity over time.

*“By cherishing our cultural heritage, we celebrate our sense of belonging to common space, values and principles that provide the foundation of Europe. By bringing the places of collective memory closer to citizens, we are also preparing our youth to build its future and its identity, offering them more space for creativity and involvement. Europe celebrates this year the European Year of Cultural Heritage. We don't only celebrate our rich past, it is also an excellent opportunity to give new impetus to creative industries and information society and thus foster economic development. But above all, this is an opportunity to remind ourselves of what makes up our European identity,”* said Head of the EU Delegation to Serbia Ambassador Sem Fabrizi.

The panel discussion titled *Cultural Heritage in Digital Era*, held at the EU Info Centre in Belgrade, on Friday, 16 March 2018, was the occasion of the official launch of the campaign in Serbia. How Europe keeps and preserves its cultural heritage; the role of the digital platform [Europeana](#); and the results Serbia has achieved in the digitization process and its journey through the process were the issues discussed by representatives of Europeana, the Ministry of Culture and Information of Serbia and the National Library of Serbia. The opening address was delivered by Head of the EU Delegation to Serbia, Ambassador Sem Fabrizi.

This spring, in cooperation with partners, Belgrade, Nis and Novi Sad will host a series of workshops titled *Get to know Europe's cultural heritage* during which primary and secondary school pupils will get a chance to broaden their knowledge of Europe. The EU Info Point in Nis will put on a series culture-related academic lectures, including on the topic of *"100 years after the end of 1st World War"*, *"140 years of the independence of Serbia"*, *"60 years from the first television in Serbia"*, *"50 years from the first student demonstrations in Serbia and Europe"* and organise tours of places belonging to collective memory.

Numerous presentations and tours of EU-funded projects in the area of culture will take place across Serbia, from the reconstruction of Franciscan Monastery in Bac to Felix Romuliana and the Golubac Fortress.

In April and May, a photo contest will be launched under the title *"We share cultural heritage"*, along with social media-based cultural heritage-related quizzes. On the Museum Night, the EU Info Centre in Belgrade will mount two exhibitions – one on cultural heritage and the other on EU assistance in Serbia.

Over the course of April and May, the EU Info Centre in Belgrade will host a series of lectures dedicated to the history of Belgrade under the title *"The culture of remembrance"*.

The promotion of culture-related activities within cross-border cooperation programmes and a series of presentations of and lectures on historical monuments and cultural heritage continue throughout autumn and the rest of the year.

All events will be covered through the campaign web-site: <http://euinfo.rs/evropska-godina-kulturnog-nasledja/> and on social media under the hash tags #EvropaZaKulturu and #EuropeForCulture.

The European Union supports culture in Serbia through various programmes (CBC programmes, programme of support for culture and civil society, Europe for citizens etc.) and funds reconstructions of numerous cultural monuments (the Subotica synagogue, the Yugoslav Film Archive, the fortress and monastery in Bac, the Fortress of Golubac, the Fortress in Pirot, etc.). At the same time, Serbian cultural institutions, publishing houses and art associations successfully participate in EU's Creative Europe programme.

For more information about projects in the area of culture, please visit:

<http://euinfo.rs/mapa-projekata-iz-oblasti-kulture/>