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1885.
година

Већ 140 година, седам генерација породице Стојановић, чува аутентичну рецептуру за припрему најквалитетнијих сувомеснатих производа. На тој традицији почива Златиборац, основан 1992. године.

For 140 years, seven generations of the Stojanovic family have preserved the authentic recipe for preparing the highest quality cured meat products. Zlatiborac, founded in 1992, is based on this tradition.



1993.
година

Прва међународна награда за квалитет Златиборац производа у Мадриду на „XIV International Food Award“.

The first international award for the quality of Zlatiborac products in Madrid at the „XIV International Food Award“.



2017.
година

Инвестиција у погон за пречишћавање отпадних вода. Данас је вода која излази из постројења чистија од реке Криваје у коју се враћа.

Investment in a wastewater treatment facility. Today, the water leaving the plant is cleaner than the Krivaja River into which it returns.



2024.
година

Златиборац извози производе на 14 тржишта и има модеран производни комплекс од преко 40.000 m².

Zlatiborac exports products to 14 markets and has a modern production complex of over 40,000 m².



2025.
година

Скоро 700 запослених, 4 регионална пословна центра и 21 медаља за квалитет Златиборац производа од стране угледног Немачког пољопривредног друштва.

Almost 700 employees, 4 regional business centers, and 21 medals for the quality of Zlatiborac products from the respectable German Agricultural Society.

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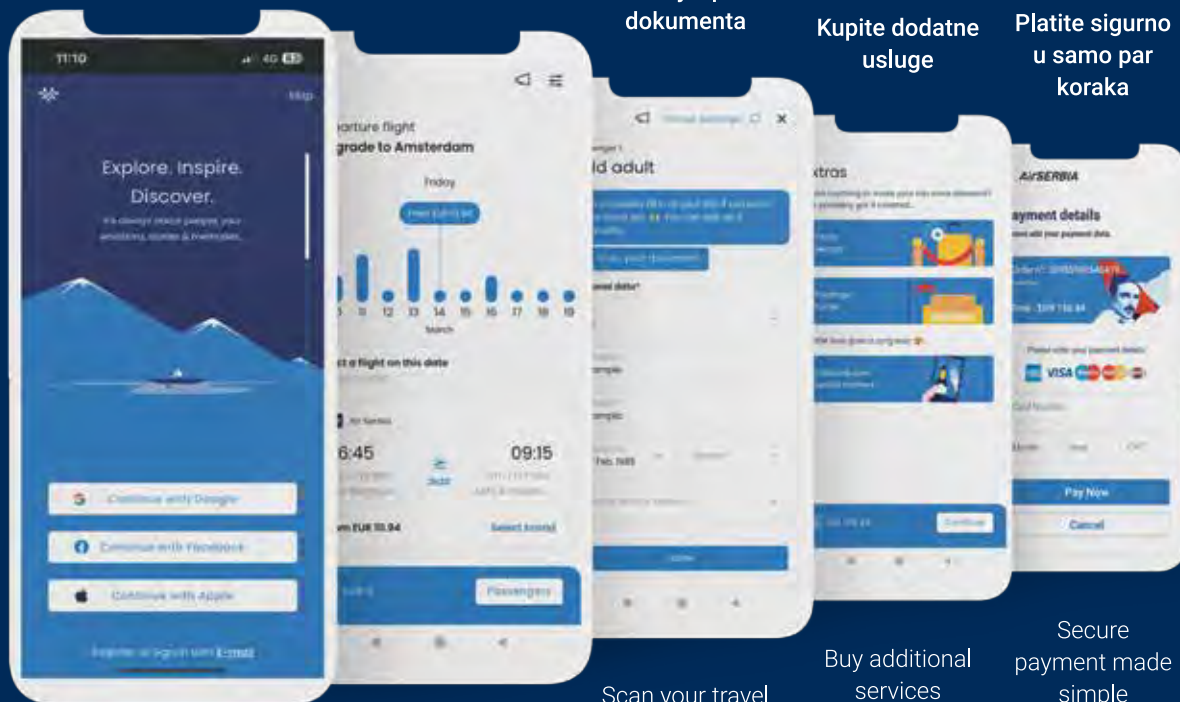
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Nova godina, nova putovanja

Dragi putnici,

U ime Er Srbije i u svoje lično ime želim vam srećne novogodišnje i božićne praznike, uz mnogo zdravlja, radosti i lepih trenutaka u godini koja je pred nama.

Početak godine uvek je prilika da se osvrnemo na sve što smo zajedno postigli i da sa uzbuđenjem pogledamo ka onome što nas očekuje. Zahvaljujući vašem poverenju i predanosti našeg tima, nastavljamo da razvijamo našu mrežu letova, unapređujemo uslugu i povezujemo ljude, gradove i kulture.

Verujemo da putovanja imaju moć da inspirišu, zbližavaju i ostave trajne uspomene. Upravo zato sa velikim zadovoljstvom delimo vest da ćemo u 2026. godini proširiti našu mrežu sa šest novih destinacija, otvarajući još više mogućnosti za nova iskustva i nezaboravna putovanja.

Tokom letnje sezone uvodimo tri nove linije koje nude spoj odmora, kulture i poslovnih prilika: Santorini u Grčkoj, Baku u Azerbejdžanu i Toronto u Kanadi. Zimi vas vodimo ka toplijim krajevima, ali i jedinstvenim severnim pejzažima – uz nove letove ka Tenerifima i Sevilji u Španiji, kao i Tromzu u Norveškoj.

Pozivamo vas da i dalje budete deo naše priče i da nas pratite na društvenim mrežama i digitalnim kanalima, gde delimo inspiraciju, novosti i zanimljive trenutke iz sveta letenja.

Hvala vam što birate Er Srbiju. Radujemo se svakom susretu na nekom od naših letova.

Uživajte u letu i srećan put.

New Year, new journeys

Dear passengers,

On behalf of Air Serbia and myself, I would like to wish you happy holidays, good health, happiness, and wonderful moments in the year ahead.

The start of a new year is an opportunity to reflect on everything we've achieved together, and to look forward excitedly to what lies ahead. Thanks to your trust and our team's dedication, we continue to develop our flight network, improve our services, and connect people, cities and cultures.

We believe that travel has the power to inspire and connect, and to leave lasting impressions. This is precisely why we're pleased to announce that we'll expand our network with six new destinations in 2026, creating even more opportunities for unique experiences and unforgettable trips.

We'll be introducing three new routes during the summer season, offering a blend of leisure, culture and business opportunities: to Santorini in Greece, Baku in Azerbaijan, and Toronto in Canada. We will also take you to both warmer destinations and unique northern landscapes in winter, thanks to new flights to Spain's Tenerife and Seville, as well as to Tromsø in Norway.

We invite you to continue to be part of our story and to follow us on our social media and digital channels, where we will continue to share inspiration, news, and fascinating moments from the world of aviation.

Thank you for choosing Air Serbia. We look forward to welcoming you aboard.

Enjoy your flight and have a nice trip.



JIRŽI MAREK / JIRI MAREK
GENERALNI DIREKTOR / CEO
ER SRBIJA / AIR SERBIA

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ELEVATE

The inflight magazine of Air Serbia

Glavna urednica i direktorka izdavaštva

/ Editor-in-chief and publishing director

Jelena Isaković

Izvršna urednica / Executive Editor

Jelena Pantović

Urednički odbor Er Srbije

/ Air Serbia Editorial Committee

Marketing i korporativni poslovi /

Marketing and corporate affairs

Šef tehničke redakcije / Chief of the

design and layout team

Zoran Stojković

Tehnički urednik / Design and layout editor

Aleksa Vasović

Dizajn i ležaut / Design and layout

Milica Vasović, Bojana Stanojević

Urednik fotografije / Photo Editor

Mladen Šurjanac

Fotografije / Photography

Dorđe Kojadinović, Mitar Mitrović, Milan Ilić,

Nenad Mihajlović, Oliver Bunić

Foto-agencije / Photo agencies

Profimedia.rs, Depositphotos

Lektura / Copy editing

Bojana Đurić, Jovana Subotić

Prevod na engleski / Translation to English

Mark Pullen

Lektura za engleski / English Copy Editing

Mark Pullen

Oglašavanje / Advertising

Media Impact Srbija

Snežana Stojasavljević, izvršni menadžer prodaje

oglasnog prostora

/ Executive Advertising Manager

snezana.stojasavljevic@mediaimpact.rs,

elevate@mediaimpact.rs

Izdavač / Publisher

Ringier Srbija

Kosovska 10, 11000 Beograd

elevate@ringier.rs

 Ringier

Generalni direktor

Ringier Srbija /

CEO Ringier Serbia

Jelena Drakulić Petrović

Štampa / Print

Rotografika Subotica



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ER SRBIJA NAJAVLJUJE

ŠEST NOVIH DIREKTNIH AVIO-LINIJA U 2026. GODINI

Er Srbija nastavlja da širi svoju mrežu linija uvodeći šest novih destinacija koje povezuju Beograd sa turističkim, poslovnim i avanturističkim centrima širom sveta



Nacionalni avio-prevoznik istovremeno objavljuje letnji i zimski red letenja, čime putnicima omogućava dugoročno planiranje putovanja i veću fleksibilnost pri izboru destinacija tokom cele godine. Tokom predstojeće letnje sezone Er Srbija uvodi tri nove linije koje kombinuju odmor, kulturu i poslovne mogućnosti, pružajući putnicima raznovrsna iskustva: Santorini u Grčkoj, Baku u Azerbejdžanu

i Toronto u Kanadi. Za zimsku sezonu takođe su planirane tri nove destinacije, koje spajaju sunčane odmore, kulturne znamenitosti i arktičke avanture: Tenerife i Sevilja u Španiji i Tromsø u Norveškoj. Avio-karte za nove destinacije su od danas u prodaji. Ovaj izbor destinacija predstavlja rezultat strateškog razvoja Er Srbije i odgovor na rastuća interesovanja putnika za raznovrsnim turističkim i poslovnim

centrima, a istovremeno osnažuje povezivanje Beograda sa ključnim svetskim destinacijama.

Santorini – 30. april

Nova destinacija nacionalnog avio-prevoznika od 30. aprila, grčko ostrvo Santorini, poznato je po živopisnim belim kućama, tirkiznom moru i prepoznatljivoj arhitekturi. Ne prestaje da inspiriše putnike širom sveta, o čemu svedoči konstantno rastući broj turista koji svake godine poseti ovo najpoznatije vulkansko ostrvo iz grupe Kiklada.

Baku – 3. maj

Prvi let direktne avio-linije za Baku, kojim Er Srbija proširuje svoje prisustvo u regionu Kavkaza, najavljen za 3. maj, dodatno će doprineti jačanju kulturnih, turističkih i poslovnih veza između Srbije i Azerbejdžana.

Toronto – 23. maj

Uvođenjem direktne avio-linije za Toronto, počevši od 23. maja, Er Srbija širi svoju mrežu destinacija u Severnoj Americi. Ova linija pruža dodatne mogućnosti za poslovna i turistička putovanja, a od posebnog je značaja za predstavnike naše dijasporu koji žive u ovom najvećem gradu Kanade.



Santorini / Santorini

FOTO: Depositphotos



Baku / Baku



Tromsø / Tromsø

FOTO: Depositphotos / Jelena Saffronova

Sevilja – 30. septembar

Jesen će obeležiti uspostavljanje direktnog leta za Sevilju, kulturni i administrativni centar Andaluzije, grad bogatog kulturno-istorijskog nasleđa. Od 30. septembra ovaj grad će biti lako dostupan za putnike koji kombinuju različite vrste odmora – od klasičnog letovanja do obilaska znamenitosti. Jug Španije spada u najpopularnije turističke rute Evrope i atraktivan je kako za putnike iz Srbije i regiona, tako i za putnike koji, zahvaljujući mreži Er Srbije, preko Beograda putuju do svojih odabranih destinacija.

Tenerife – 27. oktobar

Naredne zimske sezone putnici Er Srbije će moći da putuju do najvećeg kanarskog ostrva, Tenerifa, direktnim letom iz Beograda od 27. oktobra. Poznato po blagoj klimi i velikom broju sunčanih dana, ovo ostrvo je veoma popularna destinacija pogodna za porodična putovanja, kao i duže odmore uz kombinovanje opuštenog i aktivnog provođenja vremena u jedinstvenom atlantskom ambijentu.

Tromzo – 14. decembar

Zimska destinacija Tromzo, sa prvim letom planiranim za 14. decembar, predstavlja arktičku avanturu za putnike koji žele da dožive jedinstvena iskustva koja prevazilaze standardne turističke okvire. Tromzo, poznat kao „vrata Arktika“, međunarodno je prepoznat kao jedno od najboljih mesta za posmatranje severne polarne svetlosti, ponoćnog sunca, timskih sportova i plovidbi za posmatranje kitova.



Toronto / Toronto

FOTO: Depositphotos

Ovakva diversifikacija ruta doprinosi smanjenju sezonalnosti i boljoj iskorišćenosti flote, podstičući putovanja, posebno tokom zimskih meseci



Sevilja / Seville

FOTO: Depositphotos / sepiavone

AIR SERBIA ANNOUNCES

SIX NEW DIRECT ROUTES IN 2026

Air Serbia is continuing its destination network expansion in 2026, with the introduction of six new destinations connecting Belgrade to hubs of tourism, business and adventure around the world



FOTO: Depositphotos

Serbia's national airline is announcing its summer and winter flight schedules simultaneously, thus allowing passengers to plan their trips long in advance and have greater flexibility in choosing destinations throughout the year. During the upcoming summer season, Air Serbia will launch three new routes combining leisure, culture and business opportunities, offering passengers diverse experiences with flights to Santorini in Greece, Baku in Azerbaijan and Toronto in Canada. Three additional destinations are planned for the winter season, combining sunny getaways, cultural landmarks and Arctic adventures with flights to Tenerife and Seville in Spain, and Tromsø in Norway. Tickets for these new destinations are already on sale.

This selection of destinations reflects Air Serbia's strategic development and responds to growing passenger interest in

diverse tourist and business centres, while simultaneously strengthening Belgrade's connectivity with key global destinations.

Santorini – 30th April

The Serbian flagcarrier's new destination as of 30th April, the Greek island of Santorini, is known for its picturesque white houses, turquoise sea and distinctive architecture, which continues to inspire travellers from around the world, as evidenced by the steadily growing number of tourists who each year visit this most famous volcanic island of the Cyclades.

Baku – 3rd May

The inaugural flight of the new route to Baku, with which Air Serbia expands its presence in the Caucasus region, is scheduled for 3rd May and will further contribute to strengthening cultural, tourism and business ties between Serbia and Azerbaijan.

Toronto – 23rd May

With the introduction of a direct route to Toronto as of 23rd May, Air Serbia is expanding its network of longhaul destinations in North America. This route provides additional opportunities for both business and leisure travel, while it is of particular importance to members of the Serbian diaspora living in Canada's largest city.

Seville – 30th September

Autumn will be marked by the launch of a direct service to Seville, the cultural and administrative centre of Spain's Andalusia region and a city with a rich cultural and historical heritage. From 30th September, this city will be easily accessible to travellers who combine different types of holidays, from classical seaside breaks to sightseeing. Southern Spain is among Europe's most popular tourist destinations and is attractive to travellers from Serbia and the region, but also to passengers who, thanks to Air Serbia's network, travel via Belgrade to their chosen destinations.

Tenerife – 27th October

For the next winter season, Air Serbia's passengers will be able to travel directly from Belgrade to the largest of the Canary Islands, Tenerife, from 27th October. Known for its mild climate and high number of sunny days, this island is a very popular destination that's suited to family travel and longer holidays combining relaxation and active leisure in a unique Atlantic setting.

Tromsø – 14th December

With the first Air Serbia flight scheduled for 14th December, the winter destination of Tromsø offers an Arctic adventure for travellers seeking unique experiences that go beyond standard tourist itineraries. Known as the "gateway to the Arctic", Tromsø is internationally recognised as one of the best places to observe the northern lights and the midnight sun, engage in team sports and enjoy whale-watching cruises.



Such route diversification helps reduce seasonality and improve fleet utilisation, encouraging travel especially during the winter months

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Air Serbia has won the prestigious award for Best Airline in Eastern Europe for the second consecutive year, presented by the American magazine Global Traveler, confirming the continuity of top-quality service and an exceptional travel experience.

The award was based on more than one million votes from respondents who rated their travel experiences between 12th December 2024 and 31st August 2025. The award ceremony was held in Florida on 17th December. On behalf of Air Serbia, the award was accepted by the company's CEO, Jiri Marek. The event was also attended by George Petković, Vice President Americas at Air Serbia.

"For the second consecutive year, we have been recognised as the best airline in Eastern Europe. This award confirms that our commitment to quality, continuous service improvements, and passenger care is visible and appreciated internationally. Air Serbia proudly represents Serbia worldwide, and awards like this further motivate us to continue pushing boundaries and setting even higher standards in the aviation industry. We owe special thanks to our team, whose professionalism and dedication stand behind every success," said Jiri Marek, CEO of Air Serbia.

For more than two decades, Global Traveler magazine has been recognised as one of the most authoritative measures of excellence in the global travel and aviation industry. Their annual survey draws on the opinions of experienced travellers, predominantly business passengers and premium service users.

The award winners were featured in the December issue of Global Traveler, and the ceremony brought together representatives of leading airlines and travel brands worldwide.

URUČENO PRIZNANJE ACCOLADE AWARDED

ER SRBIJA JE NAJBOLJA AVIO-KOMPANIJA U ISTOČNOJ EVROPI / AIR SERBIA IS BEST AIRLINE IN EASTERN EUROPE

Srpska nacionalna avio-kompanija je drugu godinu zaredom osvojila prestižno priznanje za Najbolju avio-kompaniju u Istočnoj Evropi, koje dodeljuje američki magazin „Global Traveler“, čime je potvrdila kontinuitet vrhunskog kvaliteta usluge i izuzetnog iskustva putovanja. Nagrada je dodeljena na osnovu više od milion glasova ispitanika koji su ocenili svoja putnička iskustva u periodu od 12. decembra 2024. do 31. avgusta 2025. godine. Svečana ceremonija uručivanja nagrada održana je 17. decembra na Floridi. U ime Er Srbije priznanje je primio generalni direktor kompanije Jirži Marek. Događaju je prisustvovao i George Petković, regionalni direktor Er Srbije za Severnu i Južnu Ameriku.

– Već drugu uzastopnu godinu prepoznati smo kao najbolja avio-kompanija u Istočnoj

Evropi. Ovo priznanje potvrđuje da su naša posvećenost kvalitetu, kontinuirana unapređenja usluge i briga o putnicima vidljivi i cenjeni na međunarodnom nivou. Er Srbija sa ponosom predstavlja Srbiju širom sveta, a ovakve nagrade dodatno nas motivišu da nastavimo da pomeramo granice i postavljamo još više standarde u avio-industriji. Posebnu zahvalnost dugujemo našem timu, čiji profesionalizam i posvećenost stoje iza svakog uspeha – izjavio je generalni direktor Er Srbije, Jirži Marek.

Magazin „Global Traveler“ već više od dve decenije važi za jedno od najrelevantnijih merila izvrsnosti u globalnoj turističkoj i avio-industriji. Njihova godišnja anketa oslanja se na mišljenja iskusnih putnika, među kojima dominiraju poslovni putnici i korisnici premium usluga.

ER SRBIJA NADMAŠILA REZULTAT IZ 2024. GODINE

AIR SERBIA SURPASSES 2024 RESULT

VEĆ SREDINOM DECEMBRA 2025. PREVEZENO 4,4 MILIONA PUTNIKA / 4.4 MILLION PASSENGERS CARRIED BY MID-DECEMBER 2025

Er Srbija nastavlja stabilan i održiv rast svog poslovanja, potvrđujući poziciju jedne od najuspešnijih avio-kompanija u regionu / Air Serbia continues its stable and sustainable business growth, confirming its position as one of the most successful airlines in the region



Rezultat iz decembra 2024. od 4,4 miliona prevezenih putnika premašen je 19. decembra 2025, skoro dve nedelje ranije nego prethodne godine, što je direktan pokazatelj rasta potražnje putnika, efikasnog upravljanja flotom, širenja mreže destinacija, kao i stabilnosti i snage kompanijskog brenda. Prošla godina je bila rekordna, sa povećanjem broja putnika od 3 odsto u odnosu na prethodnu, pa je premašen i rekord od 4,5 miliona prevezenih putnika koji je postavio nekadašnji JAT. Ostvareni uspeh je još značajniji imajući u vidu da je nekadašnja kompanija poslovala na mnogostruko većem tržištu od onog na kome danas posluje Er Srbija. Sa preko 47.000 realizovanih letova, Er Srbija nastavlja uspešno da se razvija i u zahtevnim tržišnim okolnostima. – Ovo je istorijski trenutak za našu kompaniju. Premašili smo rekorde i pokazali da domaća avio-kompanija može da parira liderima u avio-industriji. Ekonomski uticaj Er Srbije na ukupni BDP

Republike Srbije iznosi oko 1,4 odsto, čime se potvrđuje značaj koji naša kompanija ima, ne samo u vazdušnom saobraćaju već i u ukupnom privrednom razvoju zemlje. Naš fokus ostaje na kvalitetu usluge, širenju mreže destinacija i jačanju dugolinijskih letova. Avijacija je dinamičan mehanizam, a Er Srbija je snažna i stabilna kompanija koja nastavlja da raste. Naš cilj je da 2026. godinu dočekamo sa još ambicioznijim planovima i rekordima – izjavio je generalni direktor Er Srbije, Jirži Marek. Otvaranje novih tržišta, unapređenje poslovnih prilika i turističke razmene postignuto je razvojem i diversifikacijom linija. Dugolinijski letovi ka Njujorku, Čikagu, Guangđžouu i Šangaju beleže veliko interesovanje putnika, kao i već najavljena i dugo očekivana direktna linija za Toronto, čiji će prvi let biti realizovan 23. maja ove godine. Tokom 2025. godine mreža je proširena sa šest novih destinacija, a najavljeno je uvođenje još šest novih ruta ove godine.

Air Serbia's 2024 result of 4.4 million passengers carried was exceeded on 19th December 2025, almost two weeks earlier compared to the previous year, representing a direct reflection of growing passenger demand, efficient fleet management and destination network expansion, coupled with the stability and strength of the company's brand. All forecasts indicate that 2025 was a record year, with a three per cent increase in passenger numbers compared to the previous year and surpassing the record of 4.5 million passengers that was set by its predecessor JAT. This achievement is even more significant given that JAT operated on a much larger market than the one served by Air Serbia today. With over 47,000 flights operated, Air Serbia continues to develop successfully, even under challenging market conditions.

"This is a historic moment for our company. We have broken records and shown that a domestic airline can compete with aviation industry leaders. The economic impact of Air Serbia on the total GDP of the Republic of Serbia amounts to about 1.4%, which confirms the importance of our company not only in air transport, but also in the overall economic development of the country. Our focus remains on the quality of service, expanding the network and strengthening long-haul flights. Aviation is a dynamic field and Air Serbia is a strong company that continues to grow. Our goal is to welcome 2026 with even more ambitious plans and records," said Air Serbia CEO Jiří Marek. Opening up to new markets, enhancing business opportunities and promoting tourist exchanges have been achieved through the development and diversification of routes. Long-haul flights to New York, Chicago, Guangzhou and Shanghai have attracted strong passenger interest, as has the already announced and long-awaited direct Toronto service, the first flight of which is scheduled for 23rd May 2026. The destination network expanded with the addition of six new destinations during 2025, while Air Serbia has announced the introduction of six new routes in 2026.

EXPO 2027.

RASTKO I MILICA

novi simboli igre i zajedništva
new symbols of play
and togetherness



**Maskote predstavljaju pokret,
kreativni zamah i moderni
identitet Srbije pred njen
ulazak u domaćinstvo najveće
međunarodne manifestacije u
istoriji zemlje**

These mascots represent
movement, creative momentum
and Serbia's modern identity ahead
of it taking on the role of host of the
largest international event in the
country's history

**Rastko asocira na rast,
napredak i inovaciju**
Rastko is associated
with growth progress
and innovation



**Milica nosi toplinu,
nežnost i harmoniju**
Milica carries with warmth,
tenderness and harmony



Милица

Kada više od 100.000 ljudi udruži glas kako bi izabralo imena likova koji će predstavljati duh jedne međunarodne izložbe, taj čin postaje zajednički kreativni gest čitave zemlje. Upravo tako su Rastko i Milica, već dobro poznate maskote „Ekspa 2027“, dobili svoja imena, ona koja će, pored vizuelnog identiteta, nositi i emociju publike koja ih je birala.

Veza između imena i identiteta ovih junaka nije slučajna. Rastko asocira na rast, napredak i inovaciju, dok Milica u sebi nosi toplinu, nežnost i harmoniju. U konkurenciji su se našla i imena poput Save i Nade, inspirisanih rekom koja oblikuje život Beograda i verom u dobar ishod, kao i Momčila i Tamare, čija simbolika odražava vedrinu, snagu i istrajnost. Upravo zato je proces glasanja prerastao običan izbor i postao način da građani neposredno učestvuju u oblikovanju priče kojom će se Srbija predstaviti svetu 2027. godine.

Rastko i Milica osmišljeni su da budu prepoznatljivi ljudima svih uzrasta i kultura. Njihova vedra lica, pokret i simbol „play“ na grudima prenose univerzalnu poruku da igra, kreativnost i zajedništvo nemaju granice. Inspirisani elementima srpske narodne nošnje, ali oblikovani u savremenoj estetici, oni spajaju tradiciju i inovativnost – ono „naše“ i ono „svetsko“, što će „Ekspo 2027“ predstaviti globalnoj publici.

Uloga maskota na velikim manifestacijama mnogo je šira od vizuelne. Istorija pamti likove poput Vučka, Zagija, medvedića Miše ili ptice Kuro, čija popularnost i danas prevazilazi okvire događaja koje su predstavljali. „Ekspo“, takođe, više od četiri decenije neguje tradiciju maskota: počev od čuvenog Sejmera de Fera iz Nju Orleansa 1984. godine, koji je postao deo američke kulturne istorije. Njihova snaga leži u tome što publici pružaju osećaj bliskosti, pripadanja i radosti, upravo ono što Rastko i Milica već bude kod posetilaca.

Maskote „Ekspa 2027“ postaće vizuelni vodiči kroz temu „Igra(j) za čovečanstvo: sport i muzika za sve“ i učestvovalaće u edukativnim i kulturnim programima tokom narednih godina. Predstavljene u Osaki, već su privukle pažnju svetske publike i najavile izložbu koja će, od 15. maja do 15. avgusta 2027. godine, u Beograd dovesti više od četiri miliona posetilaca i oko 130 zemalja, međunarodnih organizacija i kompanija.

A priča se tek razvija. U narednim mesecima Rastku i Milici pridružiće se i novi junaci, maskote koje će personifikovati ključne programske pravce „Ekspa 2027“: „Sport“, „Muzika“, „Inovacije“ i „Kreativnost“. Zajedno će formirati razigranu porodicu likova kroz koje će posetioци otkrivati svet izložbe i vrednosti koje Srbija želi da podeli sa planetom.

Ko su njihovi novi drugari i kako će izgledati? Zasad ostaje samo nagoveštaj. Ali jedno je sigurno – sa Rastkom i Milicom na čelu igra tek počinje.

Растко

When more than 100,000 people cast votes to choose the names of characters that will represent the spirit of an international exhibition, that very act becomes a collective creative gesture of the entire nation. That's precisely how Rastko and Milica – the already well-known mascots of Expo 2027 – received their names, which – alongside their visual identity – will carry the emotions of the public that selected them.

The connection between the names and identities of these characters is no coincidence. Rastko is associated with growth, progress and innovation, while Milica carries within herself warmth, tenderness and harmony. The competition also included names like Sava and Nada, inspired by one of the rivers that shape the life of Belgrade and faith in a positive outcome, as well as Momčilo and Tamara, whose symbolism reflects serenity, strength and perseverance. That's also precisely why the voting process extended beyond the confines of an ordinary election to become a way for citizens to participate directly in shaping the story that Serbia will present to the world in 2027.

Rastko and Milica have been conceived to be recognisable to people of all ages and cultures. Their joyful faces, movement and the „play“ symbol present on their chests convey the universal message that play, creativity and togetherness are boundless. Inspired by elements of Serbian folk attire, but also shaped by contemporary aesthetics, they combine tradition and innovation – that which is „ours“ and that which is „global“, which Expo 2027 will present to the global audience.

The role of mascots in major events is much broader than purely visual. History remembers characters like Vučko, Zagi, Miša the bear or Curro the bird, the popularity of which still exceeds the scope of the events they represented. World Exposition events have also nurtured the tradition of mascots for more than four decades, since the famous Seymour D. Fair of the 1984 Louisiana World Exposition in New Orleans, who became part of American cultural history. Their strength lies in the fact that they provide the public with a sense of intimacy, belonging and joy, which is precisely what Rastko and Milica are already conveying to visitors.

The Expo 2027 mascots will become visual guides through the theme „Play for Humanity: Sport and Music for All“ and will participate in educational and cultural programmes over the years ahead. First presented in Osaka, they have already attracted worldwide attention and announced the exposition that will bring more than four million visitors and representatives of around 130 countries, international organisations and companies to Belgrade from 15th May to 15th August 2027.

And the story is only just unfolding. Rastko and Milica will be joined over the coming months by new heroes, in the form of mascots who will personify the key themes and focus areas of Expo 2027: Sport, Music, Innovation and Creativity. They will together form a playful family of characters through which visitors will discover the world of the expo and the values that Serbia wishes to share with the planet.

Who are their new pals and how will they look? For now, there are only hints. But one thing that's for certain is that – with Rastka and Milica at the helm – playtime is only just beginning.

smart travel





Luksuzna i slatka, nezaboravna avantura

Dok se Evropa još razbuđuje od dočeka Nove godine i božićnih praznika, Cirihi u januaru nudi kombinaciju kulturnih iznenađenja i brzog pristupa alpskoj magiji. Plus grešno uživanje u utešnoj hrani koja greje i telo i dušu... Zašto ovog januara ne biste odleteli Er Srbijom do najvećeg švajcarskog grada i otkrili njegove čari? Uz sir i čokoladu, naravno!

Koliko ima sati?

Kad govorimo o zanimljivostima, treba reći da je grad ponosni vlasnik najvećeg crkvenog sata. Da, taj sat veći je čak i od Big Bena! Smešten u srcu Starog grada, na Crkvi Svetog Petra, postavljen je na toranj 1366. godine i vekovima je služio kao standard za vreme u Cirihi. Sa prečnikom od 8,64 metra, još uvek je broj jedan među evropskim crkvenim časovnicima.

Utolite žeđ u fontani

Specifično za Cirihi je i da ima više od 1.200 fontana. Tačno je, Rim ih ima mnogo više, ali ove ciriške su jedinstvene zbog toga što je voda u njima odlična za piće. Slobodno utolite žeđ na svakom ćošku ovoga grada sa fantastičnom vodom, daleko čuvenom po kvalitetu, ali i uživajte u fontanama od kojih su neke sasvim obične, a neke pravi biseri inovativnog dizajna.



FOTO: Depositphotos

Luxurious and quaint, an unforgettable adventure

While Europe is still just waking up after the New Year and Christmas holidays, January is a month when Zurich offers a combination of cultural surprises and swift access to the magic of the Alps. And then there's the sinful indulgence of comfort food that warms both the body and soul... Why not fly with Air Serbia to the largest Swiss city this January, and discover its charms? Including cheese and chocolate, of course!

What's the time?

When it comes to points of interest, it should be noted that this city proudly boasts Europe's largest church clock face. Yes, it's even bigger than Big Ben! Located on St. Peter's Church at the heart of the Old Town, it was installed on the tower in 1366 and served for centuries as Zurich's official ti-

mekeeper of standard local time. With a diameter of 8.64 metres, it remains the biggest European church clock.

Quench your thirst at a fountain

Zurich is also specific in that it boasts more than 1,200 public fountains. It's correct that Rome has many more, but Zurich's are unique because they flow with excellent drinking water. You can freely quench your thirst on every corner of this city, which has fantastic water that's known far and wide for its quality, but you can also enjoy the many fountains – some of which are quite ordinary, while others are true gems of innovative design.

Eat aboard a tram

The most unusual way to experience this city in January is to ride the Fondue Tram. An

Jedite u tramvaju

Najneobičniji način da se doživi grad u januaru jeste vožnja Fondu tramvajem. Reč je o starom tramvaju pretvorenom u pokretnu trpezariju, koji zimi polazi sa „Bellevue“ stanice i krstari kroz istorijske ulice, „Limmatquai“ i pored jezera. Tokom dvočasovne vožnje služe se fondu i vino, dok kroz prozore promiču cehovske kuće, mostovi i gradska svetla. Ovo iskustvo nije samo za turiste jer je omiljeno i među lokalnim stanovništvom koje voli tradicionalne rituale u neočekivanom ambijentu. Fondu tramvaj krstari ulicama Ciriha od novembra do februara, ali ove godine stiže u potpuno novom vozilu. Ipak, nema potrebe da brinete. Ukusan fondu, prijatna atmosfera i prelepi pogledi na grad ostaju isti.

Plutajte u pozorištu

Još jedno ciriško iznenađenje jeste „Herzbaracke“, plutajuće pozorište usidreno na obali kod „Bellevuea“. Drvena konstrukcija u retro-stilu izgleda kao kabare salon iz bel epok ere, ali na vodi. Unutra su stare lampe, stočići, gramofoni i scena na kojoj se smenjuju šansone, kabare, poezija i bluz. Predstave počinju u večernjim satima, a moguće je rezervisati i večeru pre programa. Intimnost ovog prostora, uz lagano mreškanje vode i osvetljene obrise Ciriha u pozadini, stvaraju atmosferu koju nijedna klasična sala ne može da ponudi.

Divite se pogledu

Za pogled koji jednako dobro oslikava karakter grada tu je „Uetliberg“ – brdo iznad Ciriha sa panoramom koja u januaru često izgleda kao da se nalazi iznad oblaka. Do vrha vodi kratka vožnja „S-Bahn“ vozom, a zimi



FOTO: Depositphotos

1366.

godine na tornju Crkve svetog Petra postavljen je sat koji vekovima služi kao standard za vreme u Cirihi

A clock was installed on the tower of St. Peter's Church and served as Zurich's standard timekeeper for centuries



FOTO: Natalia Kurganova

old tram that's been converted into a mobile dining room, during winter it departs daily from Bellevue station and cruises the city's historic streets, the Limmatquai promenade and the lakeside area. Fondue and wine are served during the two-hour journey, as the tram meanders past guild houses, bridges and city lights that are visible through the windows. This experience isn't exclusively for tourists and is also a favourite among locals, who just love traditional rituals in an unexpected setting. The Fondue Tram cruises Zurich's streets from November to February, and this year it has received a brand new, modern vehicle. Still, there's no need to worry about this change, as the delicious fondue, pleasant atmosphere and beautiful views of the city remain the same as before.

Float at the theatre

Another Zurich surprise is the Herzbaracke, a floating theatre that's moored on the shore at Bellevue. This wooden structure in a retro style resembles

a cabaret salon from the Belle Époque, albeit one that's on water. The interior includes old lamps, small tables, gramophones and a stage that shifts between chansons, cabaret, poetry and blues. Shows start in the evening hours, while it is also possible to reserve dinner that's served prior to the start of the programme. The intimacy

of this venue, coupled with the gentle rippling of the water and the illuminated skyline of Zurich in the background, creates an atmosphere that can't be rivalled by any classical hall.

Admire the view

For an equally captivating view that presents all the character of the city, head to Uetliberg –



FOTO: Profimedia / Zvezda / Bepelien.com, Zvezda GmbH / Alamy

je posebno popularna staza za sankanje koja se spušta praktično sa vrha do podnožja. Lokalci je obožavaju jer je to planinska avantura na svega dvadesetak minuta od glavne stanice.

Skijajte na Flumserbergu

Ako je cilj pravo skijanje, najpopularniji i najpraktičniji izbor iz Ciriha je Flumserberg. To je skijalište koje stanovnici grada najčešće biraju za jednodnevni izlet: dovoljno veliko da zadovolji različite nivoe znanja, ali dovoljno blizu da se iz grada stigne prilično brzo. Staze su pregledne, infrastruktura odlična i retko ko se iz Flumserberga vraća bez osećaja da je iskoristio dan. U istom krugu nalazi se i „Hoch-Ybrig“, poznat po širokim stazama i snouborder

kulturi, dok se nešto dalje izdvaja Engelberg–Titlis, sa ozbiljnim visinama i odličnim uslovima za sport.

Glamur na snegu

Udaljen oko dva do dva i po sata vožnje, Sent Moric je idealan za vikend izlet. Na mapu svetskog džet-seta stavio ga je Ginter Zahs, jedan od poslednjih plejboja starog kova, kada je u drugoj polovini šezdesetih počeo tu da dolazi sa Brižit Bardo. Od varošice uz italijansku granicu brzo je postao mondenski grad u kom danas postoje samo najluksurniji hoteli i restorani. Skijaši se šale da je tamo lakše kupiti bentlija ili Moneovu sliku nego hamburger i krompiriće. Glamur, polo, konjske trke, zlato, kavijar,

a mountain rising above Zurich that offers panoramic views that are like viewing the city from above the clouds in January. Just a short S-Bahn train ride carries you to the top, and in winter it has a particularly popular sledging run that descends practically from the top to its base. It's adored by locals simply because it's a mountain adventure that's just a twenty-minute journey from the main station.

Ski at Flumserberg

If real skiing is what you're seeking, Flumserberg ski resort is the most popular and practical choice from Zurich. The most common choice among inhabitants of the city for day trips, it is large enough to satisfy various levels of proficiency on the snow, but also close eno-

Cirih ovde možete da spelujete na čak šest načina
Here you can spell Zurich in as many as six different ways



FOTO: Depositphotos



šampanjac... sve to čini Sent Moric najglamurnijim skijalištem sveta. Vrhunske skijaške staze odlično su povezane s gradom, uglavnom su crvenog karaktera, uz poneku crnu ili plavu. Najviši vrh, Piz Nair, nalazi se na 3.057 metara visine i poznat je po najstrmijem startu, na kome se još kod prve krivine postiže brzina od čak 135 kilometara na čas.

Zemlja od čokolade

Švajcarci koriste čokoladu u svim mogućim oblicima i prilikama. Poslužuju je samu, uz espresso, slatko vino, viski ili konjak. Dolazi u vidu standardnih kockica, tartufa, pralina, torti ili soseva. Revolucija čokolade odvila se upravo u Švajcarskoj u 19. veku, kada je Fransoa-Luj Kaje izumeo tamnu čokoladu, a Henri Nestle mlečnu.

Od tada su se rađale raznorazne ideje za poboljšanje ili osmišljavanje što egzotičnijeg ukusa, ali najdalje je svakako otišla ovdašnja kompanija „Delfee“, koja nudi ovu poslasticu obogaćenu jestivim 24-karatnim zlatom. Nikako ne treba zaboraviti uzbuđljivu turu takozvanim čokoladnim vozom u Cirihu. Sve u svemu, čista uživanja.



Čirih je najveći grad Švajcarske iako, kao što znate, nije glavni, jer ta čast pripada Bernu

Zurich is Switzerland's largest city, though - as you know - it isn't the country's capital, as that honour belongs to Bern

FOTO: Depositphotos / Frank Cornfield

FOTO: Depositphotos



ugh to be reached from the city in just a couple of hours. The ski runs are clearly marked, the infrastructure is excellent, and barely anyone returns from Flumserberg feeling like they haven't had a great day. In the same category is Hoch-Ybrig, which is known for its wide ski runs and snowboarding culture, while a standout destination that's slightly further is Engelberg-Titlis, with its serious heights and excellent conditions for winter sports.

Snowy glamour

Located about a three-hour drive away from Zurich is St. Moritz, which is ideal for a weekend trip. This famous resort was placed on the map of the world jet-set by Günter Sachs, one of the last old-school playboys, when he started coming there with Brigitte Bardot during the second half of the 1960s. It was quickly transformed from a small town along the Italian border to a fashionable resort that today boasts only the most luxurious hotels and restaurants. Skiers jest that it's easier here to buy a Bentley or a Monet painting than a burger and fries. Glamour, polo, horse racing, gold, caviar, champagne... it all serves to make Saint

Moritz the world's most glamorous ski resort. Its top ski runs are well connected to the city and are mostly red runs, with a few blacks and blues. The highest peak, Piz Nair, stands at 3,057 metres and is known for having the steepest start in downhill skiing, where competitors reach speeds of up to 135 km/h before even making it to the first bend.

Land of chocolate

The Swiss use chocolate in all possible forms and for all occasions. They serve it alone, with espresso, sweet wine, whisky or cognac. It comes in the form of standard bars, truffles, pralines, cakes or sauces. Switzerland actually led the chocolate revolution of the 19th century, when François-Louis Cailler invented dark chocolate and Henri Nestle commercialised milk chocolate. Various ideas have since sought to improve or create as exotic a taste as possible, but local company Delafee has certainly gone the furthest by offering this delicacy enriched with edible 24-karat gold. We shouldn't end without mentioning the exciting tour on Zurich's so-called chocolate train, which is simply pure enjoyment.

EKSKLUZIVNO IZ
LOS ANĐELES



HUGH DŽEKMAN

KEIT HADSON

Napisali smo ljubavno pismo muzičarima

Kad gledate film „Song Sung Blue“, i sami se zapitate šta radite sa životom, ako ne tačno ono što želite i što vas čini dobrim, srećnim i povezanim, poručuju slavni glumci

Song Sung Blue, biografska muzička drama o bračnom paru Majku i Kler Sardinu, dirnuo je srca publike širom sveta zbog tragične, ali u neku ruku i optimistične ljubavne priče koja govori o neprestanoj borbi. U pitanju je film zasnovan na dokumentarcu Grega Koksa iz 2008, u kojem glume Hju Džekman i Kejt Hadson kao Majk i Kler, glavni ljudi u tribjut bendu Nila Dajmonda. Sa dvoje glavnih glumaca sreli smo se u šarmantnom restoranu u Vest Holivudu i, premda smo bili vremenski ograničeni, vodili smo veoma zanimljiv razgovor o muzici, Nilu Dajmondu, filmu, ali i životu.

Zajedno pravite prelepu muziku u ovom filmu. Kada ste prvi put osetili da ćete uspeti to da nam prenesete?

HJU: Sećam se da se Kejt posle čitanja okrenula ka meni. Bilo je to čitanje gde su ljudi plakali. Nikada to nisam video za stolom. Ostali smo sami, jeli neke mini-sendviče, kada je Kejt rekla da će ovaj film funkcionisati samo ako radimo zajedno. I pomislio sam da je apsolutno u pravu. Onda je Krejg Bruer, naš reditelj, napravio majstorski potez. U filmu pevamo uživo, ali smo ujedno i sve snimili. Najdraže mi je sećanje na pevanje „Holi Holi“, kada smo sedeli na kauču i bili sasvim opušteni. Samo su stavili mikrofona ispred nas i tako smo snimali. Najezžio sam se i znao sam da ćemo se muzički uklopiti.

KEJT: Da, isto. Slažem se. „Holi Holi“ je zaista bio jedan od tih prelovnih trenutaka jer smo se u filmu gledali, ali smo se zaista upoznali tek kad smo sedeli jedno pored drugog i osećali se veoma ranjivo.

Hju, oduševio si publiku pevajući na Brodveju, a s druge strane, Kejt je prošle godine objavila studijski album. Šta te je zaista dirnulo u pogledu Majka i Kler, s obzirom na to da oboje imate svoje muzičke priče?

HJU: Mislim da me je u ovom filmu dirnulo to što je to ljubavno pismo upućeno muzičarima. I to kažem sa velikim poštovanjem. Ima toliko briljantnih muzičara koji možda jedva zarađuju za život, možda čak i ne zarađuju uopšte, ali ipak rade jer to vole. I pristaje bilo gde da pevaju – u tajlandskom restoranu ili kao predgrupa za „Perl Džem“. Isti je impuls. Ono što posebno volim kod Majka je njegova upornost. Nije hteo da odustane. Čak i sada, 30 godina kasnije, evo nas. Priča i njegova muzika se šire. A ono što me je dirnulo kod njih dvoje jeste kako spasavaju jedno drugo. Prolaze kroz mnogo toga, ali uvek veruju jedno u drugo i tu su jedno za drugo.

KEJT: Želim da dodam tome i ljubavnu priču. Svako ko ima muzički talenat u sebi ima svoju ljubavnu priču sa muzikom. Mislim da Majk, Kler, vi i ja delimo taj osećaj da nas muzika toliko dirne da se povezujemo bez reči, u stanju smo samo da otpevamo taj osećaj.

Muzika Nila Dajmonda je vanvremenska. Kako je to nostalgično uranjanje u njegov svet uticalo na vas?

KEJT: Jedna od sjajnih stvari u vezi sa onim što radimo jeste da stalno otkrivamo nešto novo. Poznavala sam muziku Nila Janga bolje nego Nila Dajmonda do ovog filma. Znala sam njegove velike pesme, one uz koje je smo svi odrasli i koje su bile veliki

hitovi. Zaroniti u širi katalog je jedno od velikih otkrića za mene. Nikada nisam čula pesme poput „I’ve Been Here Before“ koju pevam na kraju filma. Nisam čak ni znala za „Cherry Cherry“ ili „Cranchy Granola Suite“, „Soolamon“...

HJU: Da, i ja. Nažalost. Jer da sam bio svestan njegove bogate diskografije, siguran sam da bih odavno bio veliki fan.

Kao i u svakom mjuziklu ili biografskom filmu o muzičarima, u pozadini svega zapravo je moć same muzike...

HJU: Svi smo je osetili u nekom trenutku svog života, neki više od drugih. Ali kod Krejgovog rada me je zanimalo to što, kada vidite film, osećate moć muzike kroz lik, kroz priču. To nije samo veština. Postoji nešto magično ovde, a vezano je za Krejga kao pisca i kao reditelja. To što osećamo kao glumci ili znamo kao ljudska bića, ne znači da će biti preneto na filmu. Druga stvar koju želim da kažem kao pevač – kada sam slušao Nila, pomislio sam kako je neverovatan. Može da peva bilo gde visoko i nisko u svom opsegu, na bilo kojoj jačini, u bilo kom tonalitetu. I dalje peva i zvuči neverovatno.

Pročitao sam negde da ste sa njim pevali karaoke. Da li je to tačno?

HJU: Da, imamo veoma dobrog zajedničkog prijatelja. On i Kejt, njegova supruga, pozvali su me jer im se jako dopao film. Kejt je zapravo u prethodnim razgovorima napomenu-la da žive u Koloradu i pitala da li želim da prenoćim. Odgovorio sam da bi to bilo sjajno. Večerali smo i Kejt je rekla: „Postoji velika šansa da će te Nil zamoliti da pevaš karaoke“. Odgovorio sam: „Naravno“. I to se dogodilo. Seli smo da večeramo i on je iznenada kazao: „Hajde da pevamo karaoke“. Kejt i



Tekst / Words: **Viktor Vilotijević**
Fotografije / Photography: **Profimedia.rs**



FOTO: Profimedia / Supplied by LMK / mago stock&people

se ubacila: „Hajde prvo da nešto poje-demo“. A Nil je samo nastavio: „Sa-njao sam san. Zajedno smo otpevali „Can't Help Falling in Love With You“ i „Sweet Caroline“ i bilo je fantastično.

Kejt, tvoj lik Kler je dva puta zamalo poginuo. U bioskopu smo svi bili u neverici jer je malo ko znao priču o njoj. Kako si ti to doživjela?

KEJT: Ludo je što dva automobila mogu dva puta da udare u isto mesto i skoro je ubiju drugi put. Ali to je navelo Kler da pomisli: „Čemu život ako ga ne živimo svake sekunde?“ Jer sve može da se desi u svakom trenutku. Ona živi svoj život veoma radosno i sa svrhom i do danas nosi Majka u sebi.

Film se dotiče ozbiljnih tema poput invaliditeta i alkoholizma, ali za razliku od mnogih biografskih drama, čini se da namerno drži te elemente u pozadini, omogućavajući publici da kasnije dublje razmisli o njima...

HJU: To je zato što mislim da, kada odgledate mnogo filmova koji se bave ovim temama, pomislite da će se, bez obzira na žanr, baviti samo ti-

me, a to vrlo često nije istina. No, po-red muzike kao bitnog i glavnog ele-menta morali smo da prikažemo kako se Majk samouništava jer se to odra-žava i na njegovo pevanje i na motiva-ciju da preživi. Kod Majka me je najvi-še inspirisalo što je sve do smrti ostao trezan i zaista se posvetio svojoj stra-sti, ljubavi i porodici. Mislim da je to velika duhovna lekcija koju smo nau-čili iz filma „Song Sung Blue“. Kroz ži-vot se krećete sa problemima, gresima i lošim stvarima koje ste učinili drugi-ma, ali u jednom momentu sebi kaže-

te – pa, čekaj malo, moram biti u stanju da krenem napred. Sa malo graciozno-sti i malo optimizma možete da se po-svetite novom idealu, novoj strasti, jer nećete živeti zauvek, i zato želite da ži-vite i da volite.

Kejt, pre svega čestitam na nominaciji za „Zlatni globus“, a potom imam pitanje za tebe koje se odnosi na karijeru. Postala si poznata po romantičnim komedijama. Da li misliš da te je to na neki način sprečilo da se vratiš nezavisnom filmu?

KEJT: To je dosta dobro pitanje. Nakon što sam igrala Peni Lejn u „Za-malo slavni“, stvari su se odvijale jako brzo, bila sam mlada, u ranim dvade-setim. Ubrzo su usledili projekti poput „Kako izgubiti dečka za deset dana“, nešto kasnije „Kad neveste zarate“. Ne-mojte me pogrešno razumeti, ja sam ponosna na sve svoje filmove, ali žan-rovski se jesam bila specijalizovala za romantične komedije. U jednom mo-mentu sam pomislila da svetu želim da se predstavim u drugom svetlu, i on-da se pojavio Krejg Bruer, kom sam ja-ko zahvalna što mi je ukazao povere-nje i izabrao me kao Kler u „Song Sung Blue“. Na izvestan način ovo doživlja-vam novim početkom svoje karijere, ili bolje rečeno – sledećom fazom. Nadam se da ću imati prilike da ponovo sara-đujem sa njim i Hjuom.



FOTO: Profimedia / Supplied by LMK / mago stock&people

„Song Sung Blue“ priča izvanrednu istinitu priču o automehaničaru iz Milvokija i njegovoj supruzi frizerki
Song Sung Blue tells the remarkable true story of a Milwaukee auto mechanic and his hairdresser wife



FOTO: Profimedia / Supplied by IMK / image stock&people

**EXCLUSIVELY FROM
LOS ANGELES**

HUGH JACKMAN & KATE HUDSON

We wrote a love letter to musicians

When you watch the film *Song Sung Blue*, you will ask yourself what you should do if not exactly what you want and what makes you feel good, happy and connected ~ say these famous actors

Song Sung Blue, a biographical musical drama about married couple Mike and Claire Sardina, touched the hearts of audiences worldwide, as a tragic, but somehow optimistic love story that recounts an epic constant struggle. Based on Greg Cox's 2008 documentary, the film stars Hugh Jackman and Kate Hudson as Mike and Claire, who form a Neil Diamond tribute act. We met up with the two leads in a charming restaurant in West Hollywood, and despite being limited in terms of time, we still had a very interesting conversation about music, Neil Diamond, film and even life itself.

You make incredibly beautiful music together in this film. When did you first realise you'd manage to create that for the audience?

HUGH: I remember Kate turning to me right after our table read. It was one of those rare readings where people were actually crying — I had never seen anything like it. Afterward, we grabbed some Jersey Mike's sandwiches, and Kate looked at me and said, "You know this film only works if we do this together." And she was absolutely right. Then Craig [Brewer] made a brilliant directorial move: he took us straight into the recording studio. In the film, much of the singing is live, but we recorded everything first... I'll never forget recording Holly Holy. We were sitting casually on a couch, a microphone placed in front of us, and when we started to sing, I got chills. That's when I knew we were going to blend perfectly.

KATE: Yes — exactly that. Holly Holy was one of those defining moments. We were still getting to know each other, and suddenly we were singing side-by-side in the most vulnerable environment.

Hugh, you delighted audiences with your singing on Broadway, while Kate released a studio album last year. What really moved you both the most about Mike and Claire — given that you have your own real-life musical stories?

HUGH: What I love about this film is that it feels like a love letter to musicians. And I say that with great respect. There are so many brilliant artists out there barely making a living — or not making a living at all — but they keep going because they have to. Because they love it. They'll sing anywhere: a Thai restaurant or as an opener for Pearl Jam. The impulse is the same. What I love in particular about Mike is his perseverance. He never wanted to give up. Even now, 30 years later, here we are. The story and his music are spreading. And what resonated with me most about the two of them is the way they save each other. They go through so much, yet their belief in one another never falters.

KATE: I would also add to that the love story. Anyone who carries music inside them also carries a deeply personal love story with it. I think Mike and Claire and the two of us have that similar thing that touches you so much that you can connect without the need to say a word, but you can sing it.

Neil Diamond's music is truly timeless. How did nostalgically immersing yourselves in his world influence you?



KATE: One of the great joys of what we do is the constant discovery. I actually knew Neil Young better than Neil Diamond before this film. I knew his big hits that we all grew up with... Diving into Diamond's broader catalogue was like opening a treasure chest. I'd never heard songs like *I've Been This Way Before*, which I sing at the end of the film. I didn't know *Cherry Cherry*, *Crunchy Granola Suite* or *Soolaimon*.
HUGH: Same here — unfortunately! Had I truly known how rich his discography was, I would've been a devoted fan decades ago.

Just like in every musical or musician biopic, the power of the music itself is in the background of everything...

HUGH: We've all felt it at some point in our lives, some more than others. But what Craig did in this film was extraordinary. You don't just hear the music — you feel it through the characters and through the storytelling. That's not just skill; there's something almost mystical about it. Craig captured what we felt as actors and transformed it into cinematic emotion. Another thing I want to mention as a singer is that, when I listened to Neil Diamond, I thought, "This

man is an unbelievable singer." He can go anywhere vocally — any register, any intensity. And he still sings and sounds remarkable.

I read somewhere that you sang karaoke with Neil Diamond. Is that true?

HUGH: Yes. We have a very good mutual friend. He and Katie, his wife, invited me over because they really like the film. It meant so much to them. Katie had actually mentioned in previous conversations that they live in Colorado and asked if I wanted to stay the night. I responded with "Excellent, that would be great". So we dined and Katie whispered, "there's a good chance Neil will ask you to sing karaoke." And I said, "Absolutely." And sure enough — he did. We sang *Can't Help Falling in Love With You* and *Sweet Caroline* and it was fantastic.

Kate, your character Claire narrowly escapes death twice in the film. In the cinema we were all stunned because few of us knew her story. How did you experience that?

KATE: It's insane that two cars hit the same spot twice and nearly killed her a

second time. But that becomes a wake-up call for Claire, who wonders: "What is life if we're not living it fully, every second?" That's because anything can happen at any moment. She lives her life very joyfully and with purpose, and she still carries Mike with her everywhere she goes.

The film touches on the serious topics of disability and alcoholism, yet these themes remain understated, allowing audiences to reflect more deeply afterward...

HUGH: That's because many films foreground those issues in a way that feels predictable, but real life is more complex. Music is a central element in this story, but we also had to portray Mike's self-destruction — how it affects his voice and his will to survive... What inspired me most about Mike is that he remained sober until the very end. He committed to sobriety, to his passion, to his family. That's a profound spiritual lesson that we learnt from *Song Sung Blue*. We all move through life carrying mistakes, guilt and regrets, but you have to say at some point, "I'm choosing grace. I'm choosing optimism. I'm choosing to devote myself to something meaningful."

Kate, congratulations on your Golden Globe nomination, but I also have a question about your broader career: you became famous for romantic comedies. Do you feel that typecasting may have delayed your return to independent film?

KATE: That's a very good question. After playing Penny Lane in *Almost Famous*, everything happened so quickly. I was in my early twenties. Then came *How to Lose a Guy in 10 Days*, *Raising Helen*, *Bride Wars*, *Mother's Day*. I'm proud of all those films, but yes — romantically comedic roles became my main lane. There came a point where I felt a real desire to show something different, to explore deeper, riskier material. And then Craig Brewer appeared. I'm incredibly grateful he trusted me and saw Claire in me. I truly see *Song Sung Blue* as the beginning of a new chapter — or rather, the next evolution of my career. I hope I get to work with Craig and Hugh again.

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vas da proverite na našem zvaničnom sajtu ili u najbližoj maloprodaji.



TELEKOM SRBIJA

Aleksandra Martinović

**GLEDAOCI ZASLUŽUJU PRISTUP
KVALITETNOM SADRŽAJU GDE GOD DA
SE NALAZE / VIEWERS DESERVE ACCESS
TO HIGH-QUALITY CONTENT, WHEREVER
THEY HAPPEN TO BE**

Za nas je saradnja sa Er Srbijom jasan znak da stvaramo sadržaj koji putuje, koji se prepoznaje i koji može da stane rame uz rame sa vodećim svetskim produkcijama

Direktor direkcije za multimediju Telekom Srbija, Aleksandra Martinović nastavlja da vodi tim koji će i u 2026. godini ostati dosledan praćenju svetskih trendova, snažnoj žanrovskoj diverzifikaciji i razvoju autentičnih priča. Pitali smo je šta nas, osim podizanja kreativnih i produkcionih standarda, iz TS Media kataloga očekuje u godini pred nama...

– Od predstojećih projekata posebno se izdvajaju – „Ruka pravde“, ambiciozan špijunski triler inspirisan istinitim podvigom Blagoja Jovovića, smešten u Buenos Aires pedesetih godina prošlog veka, sniman na autentičnim lokacijama u Argentini. Početkom godine publika će videti snažnu, emotivnu dramu „Zvačeš se Varvara“, dok u narednom periodu sledi „Biće novih leta“, dramedija koja kroz porodični apsurd razotkriva iluzije savremenog društva.

Nedavno je završeno snimanje romantične komedije „Ljuljaj me nežno“, realizovane u Herceg Novom. Katalog će obogatiti i komedija „Dokumentarac“, delom snimana u Abu Dabiju, koja kroz humor i žensku perspektivu donosi priču o grupi žena i njihovim privatnim i profesionalnim izazovima. Nakon bioskopskih i televizijskih premijera, ovi naslovi biće dostupni na platformama Iris i MOVE, kao deo bogatog TS Media kataloga – najveće biblioteke domaćeg sadržaja.

Telekom Srbija je prošle godine bio domaćin jedne od polufinalnih rundi glasanja za Internacionalnu Emi nagradu. Kakvi su utisci?

– Kada institucija kakva je „International Academy of Television Arts & Sciences“ odluči da po prvi put jedan od ključnih

procesa, poput polufinalne selekcije za Internacionalnu Emi nagradu, bude održan u Srbiji, to predstavlja važnu potvrdu dugogodišnjeg truda i rada. Takođe, za mene je bila izuzetna čast da, kao član žirija finalne runde glasanja i predstavnik Telekom Srbija, prisustvujem ovogodišnjoj ceremoniji dodele Internacionalnih Emi nagrada u Njujorku. Takva saradnja ukazuje na to da su profesionalni standardi TS Media i srpske televizijske i filmske produkcije prepoznati na najvišem nivou.

Paralelno, vaš profesionalni integritet potvrđuje se kroz kontinuiranu saradnju sa vodećim svetskim medijskim kućama?

– Da, posebno bih izdvojila saradnju sa HBO, kao i najnovije partnerstvo sa SkyShowtime – renomiranim strimerima čiji su sadržaji integrisani i dostupni gledaocima u sklopu TS Media platformi. Sadržaj iz našeg kataloga dostupan je na brojnim drugim međunarodnim platformama i kanalima, uključujući Prime Video, Disney+, ARTE, Walter Presents i mnogi druge. Takvi rezultati nisu slučajni, već su plod dugoročnih strateških partnerstava, visokih produkcionih standarda i kontinuiranog prisustva na međunarodnom tržištu.

Odnedavno, i u avionima Er Srbije mogu da se gledaju TS Media igrani sadržaji. Šta ova saradnja znači za vas i čemu ona doprinosi?

– Pre svega, ova saradnja omogućava da domaći igrani sadržaj dopre do putnika iz celog sveta, u drugačijem kontekstu – tokom letova ka SAD i Kini. Mnogi inostrani putnici će upravo u avionima Er Srbije ostvariti prvi kontakt sa srpskom kulturom kroz naše serije i filmove, i to je nešto na šta smo iskreno ponosni. Birani su reprezentativni naslovi koji obuhvataju trilere i projekte inspirisane našom bogatom prošalošću, sa ciljem da međunarodnoj publici pruži uvid u kvalitet i tematsku raznovrsnost domaćeg igranog sadržaja. Ovakva saradnja jača TS Media brend i doprinosi njegovom boljem pozicioniranju na međunarodnoj mapi, dok istovremeno unapređuje in-flight entertainment ponudu Air Srbije. Tim putem nameravamo da nastavimo i u godinama koje dolaze, jer gledaoci zaslužuju pristup kvalitetnom sadržaju gde god da se nalaze.

For us, cooperation with Air Serbia is a clear sign that we're creating content that travels and is recognised, and that can stand shoulder-to-shoulder with the world's leading productions

As the head of Telekom Srbija's Multimedia Division, Aleksandra Martinović continues to lead a team that will remain consistent in 2026 when it comes to following world trends, promoting strong genre diversification and developing authentic stories. We asked her what she expects from the TS Media catalogue in the year ahead, apart from the further raising of creative and production standards...

"Standing out in particular among the upcoming projects is *Hand of Justice*, an ambitious spy thriller inspired by the real-world act of Blagoje Jovović, set in the Buenos Aires of the 1950s and shot at authentic locations in Argentina. At the start of the year, audiences will watch the powerful, emotional drama *The Name is Varvara*, while in the following period they will enjoy *The Home Resort*, a comedy drama that uses family absurdity to expose the illusions of modern society. Shooting wrapped recently for the romantic comedy *Rock Me Gently*, filmed in Herceg Novi. The catalogue will also be enriched with the comedy *The Documentary*, which was partly shot in Abu Dhabi and which uses humour and the female perspective to tell the story of a group of women and their personal and professional challenges. Following their cinema and television premieres, these productions will be made available on the Iris and MOVE platforms, as part of the rich TS Media catalogue – representing the largest library of content".

Telekom Srbija hosted one of last year's semi-final rounds of judging for the International Emmy Awards. What are the impressions?

"When an institution like the International Academy of Television Arts & Sciences decides that one of its key processes, such as the semi-final judging for the International Emmy Awards, will be held in Serbia for the first time, that represents important confirmation of many years of effort and hard work. It was also a great honour for me, as a jury member for the final round of voting and as a representative of Telekom Srbija, to attend the year's International Emmy Awards ceremony in New York. Such

cooperation points to the fact that the professional standards of TS Media and Serbian television and film production are recognised at the highest level."

In parallel with this recognition, TS Media's professional integrity is also confirmed through continuous cooperation with the world's leading media companies?

"Yes, I would single out in particular HBO, as well as the latest partnership with SkyShowtime – both renowned streamers whose content is integrated and available to viewers within the scope of the TS Media platform. Content from our catalogue is available on numerous other international platforms and channels, including Prime Video, Disney+, ARTE, Walter Presents and many more. These kinds of results aren't coincidental, but rather the fruit of longstanding strategic partnerships, high production standards and a continuous presence on the international market."

As of recently, TS Media's content has also been available to watch aboard Air Serbia's planes. What does this collaboration mean to you and what does it contribute?

"First and foremost, this cooperation enables domestic feature content to reach travellers from all over the world, and in a different context – during flights to the U.S. and China. Through our series and films, many foreign travellers will have their first contact with Serbian culture aboard Air Serbia planes, and that's something that makes us sincerely proud. We selected representative titles, encompassing thrillers and projects inspired by our rich history, with the aim of offering insight into the quality and thematic diversity of Serbia's domestic content to international audiences. This kind of cooperation strengthens the TS Media brand and contributes to better positioning it on the international map, while simultaneously improving Air Serbia's in-flight entertainment offer. We intend to continue on this path in the years ahead, as viewers deserve access to high-quality content wherever they happen to be."



AirSERBIA

Bojana Knežević

Povezujemo kulturu, kvalitet i iskustvo putovanja

Da ovakvi projekti i saradnje dodatno jačaju brend Er Srbije kao nacionalne avio-kompanije koja povezuje Srbiju sa svetom, ali i svet sa Srbijom, promovišući domaće stvaralaštvo međunarodnoj publici, smatra i Bojana Knežević, viša menadžerka marketinga i korporativnih poslova Er Srbije.

– Ponosni smo što našim putnicima pružamo priliku da se tokom leta upoznaju sa savremenom srpskom kinematografijom i kreativnošću kroz pažljivo odabrane domaće serije i filmove. Saradnja sa Telekom Srbijom omogućila nam je da obogatimo našu in-flight entertainment ponudu i putnicima pružimo autentičan uvid u kvalitet i raznovrsnost domaće produkcije. Uvereni smo da partnerstva između domaćih kompanija, zasnovana na zajedničkim vrednostima i viziji, donose dodatnu vrednost putnicima jer na jedinstven način povezuju kulturu, kvalitet i iskustvo putovanja. Nastavićemo da razvijamo inicijative koje unapređuju iskustvo letenja i doprinose pozitivnoj slici Srbije na globalnoj mapi, kaže Bojana Knežević.

WE CONNECT CULTURE, QUALITY AND TRAVEL EXPERIENCE

Bojana Knežević, Air Serbia's senior marketing and corporate affairs manager, also believes that these kinds of projects and collaborations serve to further strengthen the Air Serbia brand as a national airline that connects Serbia with the rest of the world, but also connects the world with Serbia, by promoting Serbian creativity to an international audience.

"We are proud to provide our passengers with an opportunity to get acquainted during flights with contemporary Serbian cinematography, through carefully selected domestic series and films. Our cooperation with Telekom Serbia has enabled us to enrich our in-flight entertainment offer and provide passengers with authentic insight into the quality and variety of domestic production. We are convinced that partnerships between domestic companies that are based on shared values and a common vision bring added value to travellers, because they connect culture, quality and the travel experience in a unique way. We will continue to develop initiatives that improve the in-flight experience and contribute to promoting a positive image of Serbia on the global map," says Knežević.



Šta je novo u januaru

What's new
in January

Srbija je zemlja u kojoj kultura nikad ne spava. Događaja iz svih oblasti umetnosti je previše da bi bili nabrojani, mi smo izdvojili samo neke, a vi uživajte otkrivajući Srbiju i njenu bogatu kulturu / Serbia is a country where culture never sleeps. There are too many events in all fields of art to list them all, so here we've singled out just a few, and it's up to you to enjoy discovering Serbia and its rich culture



IZLOŽBA / EXHIBITION

„Semantičke senke“ Saše Pančića

Semantic Shadows by Saša Pančić

Muzej savremene umetnosti predstavlja „Semantičke senke“ Saše Pančića u Galeriji-legatu Milice Zorić i Rodoljuba Čolakovića. Ova izložba predstavlja pregled Pančićevog likovnog stvaralaštva tokom poslednjih dvadesetak godina, uključujući i najnoviju produkciju koja obuhvata objekte, skulpture, crteže i video-radove. Od sredine devedesetih godina Pančić razvija autentičan vizuelni izraz zasnovan na temeljnim istraživanjima jezika apstrakcije kao složenog i otvorenog sistema formi i znakova, koji varira od kulturnog nasleđa različitih civilizacija, filozofskih učenja Istoka i Zapada do avangardnih i neoavangardnih umetničkih eksperimenata. U prepoznatljivom Pančićevom rukopisu vrtložnih preplitanja, bilo manuelno ili na druge načine iscrtanih, isečenih, savijanih elemenata, u međuigri njihovih površina i modelovanih praznina, nastaju perceptivno kompleksna likovna ostvarenja. Izložba će biti otvorena do 23. februara.



FOTO: Vladimir Popović



FOTO: Vladimir Popović

The Museum of Contemporary Art is presenting Saša Pančić's exhibition Semantic Shadows at the Gallery Legacy of Milica Zorić and Rodoljub Čolaković. This exhibition presents a retrospective of Pančić's work over the past twenty years, including his latest productions that encompass objects, sculptures, drawings and video works.

Pančić has been developing his own authentic visual expression since the mid-1990s, grounded in rigorous explorations of the language of abstraction as a complex, open system of forms and signs—one that ranges from the cultural traditions of various civilisations and the philosophical teachings of East and West to avant-garde and neo-avant-garde artistic experiments. In Pančić's distinctive vocabulary of vortex-like interweaving – whether drawn manually or produced through cutting, bending, or other methods – the interplay of surfaces and shaped voids generates perceptually complex works. The exhibition remains open until 23rd February.

JUBILEJ / JUBILEE

Naiva u Jagodini

Naïve art in Jagodina



FOTO: Marko Erićević

Izložba „Lazar Vujaklija: Protest prema sebi“ može se pogledati u Muzeju naivne i marginalne umetnosti u Jagodini. Predstavlja prvi institucionalni, sveobuhvatni, retrospektivni prikaz opusa ovog značajnog umetnika, te otvara prostor za nova čitanja Vujaklijinog jedinstvenog stvaralačkog jezika u svetlu savremene istorije umetnosti. Izložba okuplja 170 radova, prezentujući umetnikov opus kroz sve medije u kojima je stvarao i zasniva se na temeljnom istraživanju umetnikovog opusa, čiji je naslov inspirisan citatom iz njegove samizdat monografije: „Ove bezimene slike primite kako vam drago, kao moj protest prema sebi ali i kao moju čežnju za lepotom smisla života“. Izložba će biti otvorena do 24. maja, a njenim otvaranjem obeležen je i jubilej – 65 godina Muzeja naivne i marginalne umetnosti.

The exhibition Lazar Vujaklija: Self-Protest is currently on display at Jagodina's Museum of Naive and Marginal Art. It represents the first institutional, comprehensive retrospective presentation of the oeuvre of this important artist, and create space for new interpretations of Vujaklija's unique creative language in the light of contemporary art history. The exhibition brings together 170 works, presenting the artist's oeuvre through all the media in which he created. It is also based on thorough research of the artist's oeuvre, while the exhibition title itself is inspired by a quote from his self-published monograph: "Accept these nameless pictures as you please, as my self-protest, but also as my yearning for the beauty of the meaning of life". The exhibition runs until 24th May 2026 and also marks the 65th anniversary of the opening of the Museum of Naive and Marginal Art.



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FESTIVAL / FESTIVAL

Džarmuš otvara Beogradski film festival

Jarmusch to open Belgrade Film Festival

Beogradski film festival je nova stanica za najznačajnija svetska filmska ostvarenja koja na jednom mestu okuplja debitante i afirmisane autore, arthaus poetiku i žanrovski film. U srpsku prestonicu donosi duh najvećih evropskih i svetskih festivala i otvara prostor za susret filmskih profesionalaca i publike kroz ekskluzivne domaće premijere, razgovore sa autorima i tribinski program. Od prvog izdanja, Festival nastoji da domaćoj publici ponudi širok spektar filmova koji su obeležili proteklu godinu – od visokobudžetnih studijskih produkcija, preko ostvarenja ovenčanih nagradama sa velikih festivala, do hrabrih debitantskih ostvarenja i to tokom osam dana, od 30. januara do 6. februara 2026.

Program Festivala donosi širok spektar savremenog svetskog filma – od arthaus poetika i snažnih drama, preko društveno i politički angažovanih priča, do hrabro stilizovanih žanrovskih ostvarenja iz Evrope, Amerike, Azije i Latinske Amerike. Posebno mesto zauzima jaka francuska selekcija, kao i upečatljiv izbor filmova iz Japana i Južne Koreje. Festival otvara „Father Mother Sister Brother“ Džima Džarmuša, dobitnik „Zlatnog lava“ na Filmskom festivalu u Veneciji 2025.



FOTO: CAROL BETHUEL

The Belgrade Film Festival represents a new stop for the world's most important film productions, which brings together in one place debutantes and established filmmakers, arthouse poetics and genre films. Bringing to the Serbian capital the spirit of the biggest European and world festivals, it provides opportunities for film industry professionals and audiences to meet through exclusive domestic premieres, discussions with filmmakers and a panel debate programme. From its inaugural edition, this festival is striving to offer the local audience a wide range of films that marked the past year – from big budget studio productions, via achievements crowned with

awards at major festivals, to courageous debuts – over the course of eight days, from 30th January to 6th February 2026.

The BFF programme includes a wide range of works from contemporary world cinema – from art-house poetics and powerful dramas, via socially and politically engaged stories, to boldly stylised genre-specific works from Europe, the U.S., Asia and Latin America. Occupying a special place at this first edition is a strong French selection, as well as an impressive selection of films from Japan and South Korea. The festival opens with Jim Jarmusch's *Father Mother Sister Brother*, winner of the 2025 Venice Film Festival's Golden Lion.

KNJIGA / BOOK

Nova Tess Gerritsen „Slušaj me“

New Tess Gerritsen novel - Listen to me

Detektiivka bostonske policije Džejn Ricoli i medicinska istražiteljka Mora Ajls istražuju na izgled besmisleno ubistvo. Sofija Suarez, udovica i medicinska sestra koju su svi voleli, pronađena je nasmrtno prepućena u sopstvenoj kući. Ali iza zatvorenih vrata ništa nije onako kako izgleda, a poslednjih dana svog života Sofija je vodila tajne razgovore preko

anonimnih telefonskih brojeva. Kada Džejn poveže Sofiju s davno zaboravljenim slučajem saobraćajne nesreće, misterija postaje još zamršenija. U šta je zapravo bila umešana? Jedno je sigurno: ubica će učiniti sve da njegova tajna ostane skrivena. Dok se Džejn i Mora bore da razmrse klupko Sofijine smrti, možda im nešto mnogo mračnije promiče pred očima...

Boston Police homicide detective Jane Rizoli and medical examiner Maura Isles investigate what seems to be a senseless murder. Sofia Suarez, a widow and nurse who is liked universally, was found beaten to death in her own home. But nothing is as it seems behind closed doors, and Sofia had covert conversations through untraceable phone numbers in the last days of her life. When Jane connects Sofia to the forgotten case of a motor accident, the mystery becomes even more complicated. What exactly was Sofia involved in? One thing is certain: the killer will do anything to keep their secret hidden. As Jane and Maura struggle to unravel the case of Sofia's death, something much darker may be threatening to consume them...



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LEGENDARNI KABARE VOLTER

Mesto gde je rođen dadaizam

U malom ciriškom kabareu, usred ratnog razaranja Evrope, pojavio se umetnički pokret koji je zauvek promenio shvatanje umetnosti, performansa i konceptualnog izraza

Pre 110 godina, 5. februara 1916, u srcu starog Ciriha, u ulici Špigelgase, otvoren je „Kabare Volter“ – mali, ali sudbonosni umetnički punkt koji će ući u istoriju kao kolevka dadaizma. Ovaj satirični noćni klub, koji su pokrenuli Hugo Bal i njegova partnerka Emi Henings, ubrzo je postao okupljalište



Tekst / Words: **Jelena Pantović**
Fotografije / Photography: **Profimedia.rs**



FOTO: Profimedia / Photo by Duka Pressagentur GmbH / Alamy

umetnika, pesnika i buntovnika koji su želeli da odgovore na kaos Prvog svetskog rata jednako haotičnom, potpuno novom estetikom.

Bal je Švajcarsku tog vremena nazvao „kavezom za ptice okruženim ričućim lavovima“, a prvo „Dada večer“ u „Kabareu Volter“ bila je upravo reakcija na razaranja koje je besnelo izvan granica neutralne zemlje. Na toj večeri Bal, Tristan Cara, Hans Arp, Rihard Helsenbek, Sofi Tojber i Marsel Janko izvodili su niz bizarnih, fragmentarnih performansa koji su svesno odbacivali sve postojeće umetničke norme.

„Kabare Volter“ bio je polazna tačka, ali se pokret ubrzo proširio celom Evropom, a zatim i svetom. Iako različita po ideologiji i upotrebljavanju medijima, dada je od Ciriha, preko Berlina, Hanovera, Kelna, Pariza, Bukurešta, Beograda, Zagreba, do Tokija i Njujorka u osnovi predstavljala slobodu umetnosti, borbu protiv tradicije i njenih kanona, pri-

tom donoseći mnoge inovacije u tehničkom smislu. Često je nazivana i antiumetničkim pokretom jer je, kao otvoreni napad na društvene konvencije, namerno šokirala, zbunjivala i provocirala. Iako je trajala manje od decenije, postala je globalni kulturni fenomen koji je ohrabrio umetnike da pomere granice u svakoj formi izraza. A put do slobode bio je put nihilizma. Za dadaiste to je značilo nagonsko odbacivanje svega onoga što se pokazalo kao loše, pogubno i neprihvatljivo. Odbaciti razum i logiku, a prihvatiti kaos i iracionalnost – bila je njihova poruka.

Glasno recitovanje i smeh, glupiranje nalik dečjem, sve sa jakim ironično-satiričnim tonom i dozom haosa, bili su sastavni deo svake večeri u „Kabareu Volter“, a kasnije i svake dadaističke manifestacije. Svrha ovakvih nastupa bila je rušenje tradicionalnih ideja lepe umetnosti i uvođenje nove antiumetnosti – šoka,

Dadaizam je uzdigao slučajnost do kreativnog principa i radikalno potkopao tradicionalne stilove i očekivanja

Dadaism raised coincidence to the level of a creative principle and radically undermined traditional styles and expectations

skandala i haosa, koja se bave problemima društva. Namerno imitiranje dečjeg ponašanja zapravo je bila reakcija na intelektualizam koji su smatrali odgovornim za rat. Iza nazgled neozbiljnih radnji i akcija skrivala se inovacija u jeziku i vizuelnim umetnostima. Dada i znači dečja igračka, a legenda kaže da je Balov nožić koji je probio francusko-nemački rečnik pao baš na tu reč, koja je tako i izabrana.

Istoričar Martin Mitelmaier piše da su društvene teme tog vremena – strah od ubrzane modernizacije, osećaj preopterećenosti svetom koji postaje sve kompleksniji i politički nečitljiv – zvučno odzvanjale i na umetničkoj sceni. Iako su ekspresionizam, kubizam i futurizam već nudili avangardne odgovore na promene, nijedan pokret nije tako temeljno preispitao samu suštinu umetničkog stvaranja kao što je to učinio dadaizam.

Njegovo nasleđe je dalekosežno. Dadaisti su proglasili svakodnevne predmete umetničkim delima, performans su izjednačili sa likovnom umetnošću, a govor i poeziju redefinisali. Iz takvog preokretanja značenja proizašli su kasniji pravci – pre svega nadrealizam, a uticaj se oseća i u panku, kao i u savremenoj umetnosti koja podjednako vrednuje koncept, gest i ideju. Najpoznatiji dadaista, Marsel Dišan, radikalno je uzburkao umetnički svet svojim radom „Fontana“ – običnim pisoarom potpisanim „R. Mutt“, a pokret su obeležili i Kurt Švitters, Fransis Pikabija, Maks Ernst, Hana Heh, Man Rej, Žan Arp, Tristan Cara i mnogi drugi. Nakon raspada dadaizma, brojni njegovi predstavnici prešli su u nadrealizam, koji je umesto dadaističke destrukcije normi ponudio okretanje ka snovima, nesvesnom i psihičkim prostorima unutrašnjeg sveta.

Danas „Kabare Volter“ u Cirihi stoji kao mesto koje čuva sećanja na jedan od najradikalnijih umetničkih lomova 20. veka, dok sam dadaizam ostaje odskočna daska bez koje savremena umetnost, u svom konceptualnom i interdisciplinarnom obliku, jednostavno ne bi postojala.



FOTO: Profimedia / *Pisma/Keute Joehen, Pisma by Dukas Presseagentur GmbH



FOTO: Profimedia / Eric Nathan / Alamy

Usred Prvog svetskog rata dadaizam je probudio želju da se sadašnjost preispita novim i iznenađujućim oblicima umetničkog izvođenja.

In the middle of the First World War, Dada awakened the desire to question the present with new and surprising forms of artistic performance



FOTO: Profimedia / *Pisma/Keute Joehen, Pisma by Dukas Presseagentur GmbH

1916.
u srcu starog Ciriha, u ulici Špigelgase, otvoren je „Kabare Volter“
Cabaret Voltaire opened at the heart of Zurich's Old Town, on Spiegelgasse street

THE LEGENDARY CABARET VOLTAIRE

The birthplace of Dadaism

In a small Zurich cabaret club, in the midst of the wartime devastation that ravaged Europe, an artistic movement emerged and forever changed the comprehension of art, performance and conceptual expression



FOTO: Profimedia / Artopics / Alamy

It was 110 years ago, on 5th February 1916, that Cabaret Voltaire opened at the heart of Zurich's Old Town, on Spiegelgasse street. This small but momentous artistic venue would go down in history as the birthplace of the Dada art movement. This satirical nightclub, established by Hugo Ball and his partner Emmy Hennings, soon became a popular spot for artists and rebels seeking to respond to the chaos of World War I with an equally chaotic and totally new aesthetic.

Ball dubbed the Switzerland of the time "a birdcage surrounded by roaring lions", and the first "Dada evening" at Cabaret Voltaire was actually a response to the destruction raging beyond the borders of this neutral country. That first evening saw Ball, Tristan Tzara, Hans Arp, Richard Huelsenbeck, Sophie Taeuber and Marcel Janco per-

form a series of bizarre performances that represented the conscious rejection of all existing artistic norms.

Cabaret Voltaire may have been the starting point, but the movement soon spread across Europe and around the world. Despite differences in ideology and media used, Dada essentially represented – from Zurich, via Berlin, Hanover, Cologne, Paris, Bucharest, Belgrade and Zagreb, to Tokyo and New York – the freedom of art and the fight against tradition and its canons, while it also brought many technical innovations. Dadaism was often also dubbed an "anti-art" movement, because it deliberately shocked, confused and provoked, as an open assault on social conventions. Although it endured for less than a decade, it nonetheless became a global cultural phenomenon that encouraged artists to push the boundaries in every form of expression. And the road to freedom was the road of nihilism.

For the Dadaists, this meant the innate rejection of everything that proved to be bad, destructive and unacceptable. Their message was one of the rejecting of reason and logic in favour of the accepting of chaos and irrationality. Loud recitation and laughter, child-like "fooling around", all with a strongly ironic/satirical tone and a touch of chaos, were an integral part of every evening at Cabaret Voltaire and every subsequent Dadaist event. Such performances were intended to tear down traditional ideas associated with fine art and introduce new anti-art: shock, scandal and chaos, all of which deal with the problems of society. The deliberate imitating of the behaviour of children was actually a reaction to the intellectualism that they consider as having been responsible for the war. Innovation in language and visual arts was hidden behind seemingly frivolous works and activities. A dada is a child's toy (hobbyhorse), and legend has it that Ball's knife randomly pierced the French-German dictionary on that very word, which was thus chosen.

Historian Martin Mittelmeier argues that the social themes of the time (including the fear of accelerated modernisation, feelings of being overwhelmed by a world that was becoming ever more complex and politically unreadable)



FOTO: Profimedia / Artopics / Alamy

ble) were also reflected in the art scene. Despite Expressionism, Cubism, and Futurism already offering avant-garde responses to change, no movement re-examined the very essence of artistic creation as thoroughly as Dadaism. Its legacy is far-reaching. The Dadaists declared everyday items artworks and equated performance with fine art, while they also redefined speech and poetry. Such a reversal of meaning also led to the emergence of later trends – primarily surrealism, while its influence could also be felt in punk and in contemporary art, which values concepts, gestures and ideas equally. The most famous Dadaist, Marcel Duchamp, caused a major stir in the art world with his work *Fountain* – a regular porcelain urinal signed "R. Mutt", while the movement was also marked by the work of Kurt Schwitters, Francis Picabia, Max Ernst, Hannah Höch, Man Ray, Jean Arp, Tristan Tzara and many others. Following the formal collapse of Dadaism, many of its representatives shifted to Surrealism, which – instead of the Dadaist destruction of norms – offered a turn towards dreams, the unconscious and the psychic spaces of the inner world.

Zurich's Cabaret Voltaire still stands today, as a place that preserves the memories of one of the 20th century's most radical artistic movements, while Dadaism itself remains as a historical springboard to contemporary art, in its conceptual and interdisciplinary form, without which it simply wouldn't exist.



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Umetnički dijalog starih i novih izraza / An artistic dialogue between old and new expressions

Najveći umetnički muzej u Švajcarskoj čuva dela koja su oblikovala tok svetske umetnosti – od Van Goga i Pikasa do Monea ili Munka / Switzerland's largest art museum preserves pieces that have shaped the course of world art – from Van Gogh and Picasso, to Monet or Munch

U samom srcu Ciriha, na trgu Hajmplat, nalazi se „Kunsthauus“ – najveći i najznačajniji umetnički muzej u Švajcarskoj. Njegova zbirka obuhvata više od osam vekova umetnosti, raspoređene u prostrane galerije koje spajaju istorijsku zgradu sa modernim krilom otvorenim 2021. godine (delo britanskog arhitekta Dejvida Čiperfilda). Upravo ovo proširenje omogućilo je da danas „Kunsthauus“ bude hram koji podjednako slavi klasiku, modernu i savremenu umetnost.

Kroz stalnu postavku posetioci mogu da prate razvoj evropskog slikarstva i skulpture: od srednjovekovnih majstora, preko impresionista i klasične moderne, pa sve do digitalnih radova i video-instalacija 21. veka. Tu su remek-dela Kloda Monea, Van Goga, Pabla Pikasa, Pjera Bonara, Oskara Kokoške i Marka Šagala – slike koje su obeležile istoriju umetnosti.

Muzej se posebno ponosi svojom kolekcijom Alberta Đakometija, najvrednijom na svetu, kao i najvećim fondom dela Edvarda Munka van Norveške. Njihove skulpture i slike ovde stoje rame uz rame sa delima Endija Vorhola, Roja Lihtenštajna, Saj Tvomblija, Džozefa Bojsa i drugih velikana 20. veka.

„Kunsthauus“ je i jedan od ključnih čuvara nasleđa dadaizma, pokreta rođenog upravo u Cirihi 1916. godine. Muzej poseduje najobimniju dada kolekciju na svetu, sa radovima Hansa Arpa, Hane Heh, Sofi Tojber, Mana Reja, Tristana Care i drugih umetnika koji su redefinisali pojam umetnosti, uvodeći slučajnost, šok i apsurd u sam njen temelj.

Bilo da u Cirihi provodite dan ili dolazite ciljano zbog umetnosti, „Kunsthauus“ je onaj tip muzeja iz kojeg ćete izaći zamišljeni, inspirisani ili potpuno zatečeni – ali nikada ravnodušni.

At the very heart of Zurich, on Heimplatz square, stands the Kunsthauus – Switzerland's largest and most important art museum. Its collection encompasses more than eight centuries of art, presented through spacious galleries that combine the historical part of the building with a modern wing that opened in 2021 and was designed by British architect David Chipperfield. It was precisely this extension that made it possible for the Kunsthauus to become a temple that celebrates classical, modern and contemporary art equally.

The permanent exhibition leads visitors through the development of European fine art and sculpture: from medieval masters, through impressionists and classical modern painters, all the way to the digital works and video installations of the 21st century. There are masterpieces that marked the history of art by Claude Monet, Vincent Van Gogh, Pablo Picasso, Pierre Bonnard, Oskar Kokoschka and Marc Chagall.

This museum is extremely proud of its Alberto Giacometti collection, which is the world's most valuable, but also of having the largest collection of Edvard Munch works outside of Norway. Here Giacometti's sculptures and Munch's paintings are displayed alongside the works of Andy Warhol, Roy Lichtenstein, Cy Twombly, Joseph Beuys and other great artists of the 20th century. The Kunsthauus Zurich is also a key custodian of the legacy of Dadaism, a movement that was actually born in Zurich, back in 1916. It holds the world's most extensive Dada collection, with works by Hans Arp, Hannah Höch, Sophie Taeuber, Man Ray, Tristan Tzara and other artists who redefined the very notion of art by introducing randomness, shock and absurdity to its very foundations.

Whether you're just spending a day in Zurich or are coming specifically to enjoy the art, the Kunsthauus is the kind of museum that you'll depart feeling contemplative, inspired, or completely astonished – but never indifferent.



To je najveći umetnički muzej u Švajcarskoj i čuva jednu od najvažnijih umetničkih kolekcija u zemlji

It is the biggest art museum in Switzerland by area and houses one of the most important art collections in the country



FOTO: Profimedia / "Eugen Archive / Alamy



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MOST IZMEĐU BALKANA I MEDITERANA

Tragovima Andrića u gradu koji mu je otkrio Goju

Nova izložba Instituta „Servantes“ u Beogradu otkriva kako su izgledali madridski dani jedinog jugoslovenskog nobelovca

Tekst / Words: **Mladen Savković**
Fotografije / Photography: **Institut Servantes, Profimedia.rs**

Nije teško zamisliti Andrića kako šeta ulicama Madrida, sa malim notesom u ruci, s vremena na vreme zapisujući poneki utisak ili detalj užurbane španske svakodnevne koji mu je privukao pažnju.

Jedini jugoslovenski dobitnik Nobelove nagrade za književnost, istaknuti romanopisac i pripovedač Ivo Andrić, imao je i značajnu diplomatsku karijeru. Ona je obuhvatala službu u više evropskih gradova, među kojima je bio i Madrid. Upravo u Španiji Andrić je našao temu koja će ga trajno obeležiti: spoj stvarnog i zamišljenog, svakodnevne i mi-



Spomen-ploča na fasadi zgrade Jugoslovenskog poslanstva u Madridu u kojoj je radio Ivo Andrić / Memorial plaque on the facade of the Yugoslav Embassy in Madrid where Ivo Andrić worked

FOTO: Dušana Noguera

ta. Njegovo radno mesto bilo je nedaleko od Narodne biblioteke Španije i parka Retiro, u ulici nazvanoj po čuvenom slikaru Velaskezu, na broju 27.

Španac nikad nije sam

Mnogo više od kraljevskog lica Madrida, Andrića je zanimalo da istraži onaj običan, svakodnevni šarm španske prestonice, navike njenih stanovnika, da odlazi u bioskop, šeta se parkovima i trgovima, posmatra ljude i buku koja ih okružuje. U svom putopisu „Španska stvarnost i prvi koraci u njoj“, koji objavljuje u „Politici“, Andrić beleži:

„Španci vole muziku, ljudi su za njom, ali im njihova živahnost ne dâ da mirno slušaju nego moraju da učestvuju. Upravo, njima treba muzika da bi mogli da razgovaraju. U madridskim bioskopima čim prestane muzika da svira, publika koja se smeje i razgovara (Španac nije nikad sam!), odmah počne da lupa nestrpljivo nogama i da viče: ¡Música! ¡Maestro! ¡Música! i pravi glasne i duhovite primedbe na račun dirigenta. Ali čim muzika opet otpočne, oni nastavljaju svoje vesele razgovore.“

Kada su u pitanju trgovci, Andrić je u svom notesu zapisao da se jedan izdvaja posebnom lepotom. U pitanju je Plasa de la Lealtad, polukružni trg bujne vegetacije i dubokog zelenila oivičen raskošnim zdanjima berze i hotela „Ric“. Kako piše na stranicama pohabanog notesa, Plasa de la Lealtad „svojim položajem i izgledom spada među najlepše što sam video hodajući po svetlu. Samo u Parizu u Krakovu video sam slične trgove.“

Ovaj trg u svom srcu krije Spomenik palim herojima, što se odnosi na Madridane stradale 2. i 3. maja 1808. godine u ključnom ustanku za nezavisnost Španije. Upravo su motivi tog istorijskog događaja inspirisali čuvenog španskog slikara Fransiska Goju da naslika jednu od svojih najpoznatijih slika, pa slučajni prolaznik ili pak namerni turista može lako da se zapita da li je zbog toga ovaj trg Andriću prirastao za srce. Kakva je uopšte veza između našeg pisca i španskog slikara?



FOTO: Tanja Drobnjak

Susreti u muzeju

Španska prestonica danas privlači ljubitelje muzeja iz celog sveta, ponajviše zahvaljujući čuvenom trouglu koji čine tri muzeja: „Prado“, „Tisen-Bornemis“ i „Kraljica Sofija“. Njihove kolekcije, rasute duž raskošnog, zelenilom bogatog bulevara Paseo del Prado, od 2021. godine našle su se na Uneskovoj listi svet-ske baštine.

U vreme kada mladi Andrić stiže u Madrid, sve oči uprte su u Muzej „Prado“, jedini od pomenuta tri koji je tada postojao. Obeležavajući prvu stogodišnjicu smrti Franskisa Goje, ovaj muzej organizuje veliku retrospektivu njegovih radova i na jednom mestu izlaže sva Gojina značajnija dela, kao i brojne druge, manje poznate radove.

Ako se može izdvojiti jedan susret koji je obeležio Andrićeve dane u Madridu, to bi zasigurno bio susret sa Gojinim stvaralaštvom. Kako je kasnije otkrio u jednom intervjuu, bio je fasciniran umetnikovim delima, pa je u Muzej odlazio gotovo jednom nedeljno. Zbog toga ne čudi što je, inspirisan tim posetama, 1929. godine napisao biografski esej „Goja“, a šest godina kasnije i pripovetku „Razgovor s Gojom“.

Goja nije bio jedini umetnik koji je zaintrigirao Andrića. U pomenutom putopisu o Španiji posebno mesto zauzima i jedan od najznačajnijih pesnika španskog 20. veka. U pitanju je Antonio Machado, a Andrić već na početku putopisa citira stih iz Mačadove pesme „Iberski bog“ iz čuvene zbirke „Kastiljanska polja“. Nema sumnje da je Mačado bio jedan od prvih Andrićevih „vodiča“ kroz Španiju.

Beg iz Madrida

Kao što to i danas čine brojni turisti, i sam Andrić iskoristio je boravak u Madridu da se upozna sa njegovom okolinom i organizuje nekoliko izleta. Tako se zna da je u avgustu 1929. godine posetio čuveni kraljevski samostan i palatu El Eskorijal, koja potiče iz 15. veka. Iako ovu najveću renesansnu građevinu na svetu, inače pod zaštitom Uneska, sada poseti oko pola miliona ljudi godišnje, čini se da Andrić nije bio naročito impresioniran. U njegovim beležnicama o toj poseti nema mnogo zapisa, pa se stiče utisak da Andrić nije bio zainteresovan za ove stranice istorije imperijalne Španije.

S druge strane, jedan izlet u Segoviju ostavio je znatno dublji utisak. U obilazak ovog šarmantnog istorijskog gradića, smeštenog severozapadno od Madrida, Andrić se otisnuo zajedno sa svojim prijateljem Kalmijem Baruhom. Njih dvojica upoznali su se još tokom školskih dana u Višegradu. Igrom slučaja, za vreme Andrićevih diplomatskih dana u Madridu, Baruh dolazi u Španiju. U „Sećanju na Kalmija Baruha“ on piše: „Nas dvojica smo stajali još neko vreme tu u mestu. Negde, na nevidljivoj crkvi, jedno zvono je tuklo jednolično i neumorno kao čekić tupog i nemilosrdnog vremena. Nisam umeo ništa da kažem. Ali sam osećao – i to nije romantičarska figura kojom se služim – kako krila istorije huje iznad naših glava i kako se vekovi čudesno približuju i sučeljavaju. Osećao sam se kao svedok i nemo lice u toj društveno-istorijskoj drami koja je započela u ovoj zemlji pre tri i po veka, koja, kako izgleda, i nema svoja kraja...“

Čurosi i sidra, pesma i igra

Posebnu lepotu i radost života Andrić je pronašao na obodu tadašnjeg Madrida posećujući svojevršne vašare (las verbenas) koji se i danas održavaju širom grada. Tu je uživao u neurednim, živopisnim i iskrenim prizorima iz svakodnevnog života, nalik na turistu koji bi danas pobećao od glavnih atrakcija ne bi li istražio ukuse i mirise pravog Madrida. Tako u svom notesu beleži da je jedne julske večeri u parku Retiro, na vašaru koji je organizovao sindikat glumaca, probao domaću sidru od jabuke, nalik današnjem sajderu, dok je nekoliko dana kasnije u četvrti Kvatro kaminos bio omamljen mirisom zejtina u kom se prže čurosi.

Andrić je u nekoliko redova u svom malom notesu zabeležio upečatljiv detalj dok se umoran kući vraćao sa jednog od vašara, ostaviš zadivljen energijom Madrida i njegovih stanovnika: „Tramvaji neprestano dovlače nov svet iz varoši, a vraćaju se potpuno prazni. I kad vas onaj svet ugleda u tim praznim kolima koja napuštaju Kvatro kaminos, on izvesno ne razume kako živ čovek može da napusti u najlepšem trenutku, oko jedan sat posle pola noći, ovu lepotu i sreću od verbenas. Gledaju vas kao čoveka koji je bolestan ili ne zna šta radi“.

Nesvakidašnja postavka

Izložba „Španija u svetu Ivo Andrića“ autorke Krinke Vidaković Petrov otvorena je u galeriji Instituta Servantes u Beogradu do 25. januara. Nesvakidašnja postavka objedinjuje rukopisne beleške, retke štampane priloge, fotografije i svedočanstva da bi pokazala kako je Španija u Andrićevom svetu više od geografske destinacije: to je most između Balkana i Mediterana, između istorije i pripovedanja, između Gojinih bakropisa i Andrićevih rečenica. Stručno vođenje kroz izložbu, na srpskom jeziku, biće održano 16. januara sa početkom u 19 časova. Ulaz je slobodan.



EXTRAORDINARY EXHIBITION

The exhibition Spain in the World of Ivo Andrić, authored by Krinka Vidaković Petrov, is on show in the gallery of the Cervantes Institute in Belgrade until 25th January. This exhibition brings together handwritten notes, rare printed documents, photographs and testimonies, in an effort to show how the Spain of Andrić's world is more than a geographical destination: it is a bridge between the Balkans and the Mediterranean, between history and storytelling, between Goya's etchings and Andrić's statements. Expert guidance through the exhibition, in the Serbian language, will take place on 16th January from 7pm. Entry is free of charge.



BRIDGING THE BALKANS AND THE MEDITERRANEAN

Tracing Andrić's footsteps through the city revealed to him by Goya

The Cervantes Institute in Belgrade's new exhibition reveals what life in Madrid was like for Yugoslavia's only Nobel laureate

It isn't difficult to imagine Andrić strolling the streets of Madrid, a small notebook in hand, occasionally jotting down some impression or detail that caught his attention from the hustle and bustle of daily Spanish life.

Yugoslavia's only Nobel laureate, who won the Nobel Prize in Literature, Ivo Andrić was a prominent novelist and storyteller, but he also had a significant diplomatic career that included serving in several European cities, including Madrid. It was actually in Spain that Andrić came across a theme that would forever mark his work: combining the real and the imaginary, merging daily life with myth. His workplace wasn't far from the National Library of Spain and the Retiro Park, at number 27 in the street named after famous painter Velázquez.

A Spaniard is never alone

Much more than Madrid's royal façade, Andrić was interested in exploring the ordinary, everyday charm of the Spanish capital, the habits of its inhabitants, visiting the cinema, walking its parks and squares, observing people and the

noise surrounding them. In his travelogue "Spanish reality and first steps in it", which he published in daily newspaper Politika, Andrić noted: "The Spaniards love music and are crazy about it, but their vivacity doesn't let them listen calmly, rather they must participate in it. They actually need music in order to be able to talk. In Madrid cinemas, as soon as the music stops playing, the laughing and chatting audience (a Spaniard is never alone!) immediately begins stamping their feet impatiently and shouting "Música! Maestro! Música!", making loud and witty remarks at the

expense of the conductor. But as soon as the music starts again, they continue their merry conversations."

When it comes to Madrid's plazas, Andrić wrote in his notebook that one stands out for its special beauty. This was the Plaza de la Lealtad (Loyalty Square), a semi-circular square of rich vegetation and deep greenery, bordered by the opulent buildings of the Stock Exchange and the Hotel Ritz. As he wrote on the pages of his worn notebook, the Plaza de la Lealtad, "in its position and appearance, ranks among the most beautiful that I've seen while walking around the world. I've only seen similar squares in Paris and Krakow."

At the heart of this plaza stands the Monument to the Fallen for Spain, which honours the people of Madrid who died on 2nd and 3rd May 1808, in a key uprising that led to Spain's independence from France. It was precisely the themes of this historical event that inspired famous Spanish painter Francisco Goya to paint one of his most famous works, which might easily prompt a casual passerby or an intentional visitor to wonder if that's why this square became dear to Andrić. What kind of connection even exists between our celebrated writer and that Spanish painter?

Museum encounters

The Spanish capital today attracts museum lovers from all over the world, thanks mostly to its famous golden triangle of three museums: the Prado, the Thyssen-Bornemisza and the Reina Sofia. Their collections, occupying the luxurious and richly green Pa-



Francisko Goja, 3. maj 1808. godine
Francisco Goya, The 3rd of May 1808

FOTO: IOP / INCOMERASTOCK / ALAMY / PROFimedia

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seo del Prado boulevard, have been included on the UNESCO World Heritage List since 2021.

During the period when the then young Andrić arrived in Madrid, all eyes were on the Prado Museum, which was the only one of the aforementioned three that existed at the time. Commemorating the first centenary of the death of Francisco Goya, this museum organised a major retrospective of his works and exhibited all of Goya's most important works in one place, as well as numerous other, lesser-known works.

If one encounter that marked Andrić's days in Madrid could be singled out, that would certainly be his encounter with Goya's work. As he later revealed in an interview, he was fascinated by Goya's works, which is why he visited the museum almost once a week. It is therefore no wonder that those visits inspired him to write a biographical essay on Goya in 1929, and the short story *Conversation with Goya* six years later.

Goya wasn't the only artist to intrigue Andrić. A special place in his aforementioned travelogue is occupied by Antonio Machado, one of the most important Spanish poets of the 20th century. Andrić actually began the travelogue by quoting a verse from Machado's poem *The Iberian God*, part of his famous *Castilian Fields* collection. There's no doubt that Machado was one of Andrić's first "guides" through Spain.

Fleeing Madrid

Like many of today's tourists, Andrić took advantage of the period that he was resident in Madrid to familiarise himself with its surroundings and to organise several excursions. As such, it is known that he visited the famous royal monastery and palace of El Escorial, dating back to the 15th century, in August 1929. Despite this the world's largest Renaissance building, and a UNESCO World Heritage Site, being visited nowadays by around half a million people annually, Andrić doesn't seem to have been overly impressed. There aren't many notebook entries about the visit, which gives the impression that Andrić wasn't particularly interested in that chapter in the history of imperial Spain.



FOTO: PANTHERMEDIA, PANTHERMEDIA GLOBAL / ALAMY / PANTHERMEDIA

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Plaza de la Lealtad bila je za Andrića među najlepšim trgovima koje je video hodajući po svetu

For Andrić, Plaza de la Lealtad was among the most beautiful squares he saw while travelling the world

In stark contrast, one trip to Segovia left a much stronger impression on him. Andrić toured this charming historic city, located to the northwest of Madrid, together with his friend Kalmi Baruh. The two had first met during their school days in Višegrad. And Baruh had just happened to visit Spain during Andrić's time there as a diplomat. In his literary work *Remembering Kalmi Baruh*, Andrić wrote: "The two of us stood there for some time, on that spot. Somewhere, from an invisible church, a bell tolled monotonously and tirelessly like a hammer of dull and merciless time. I did not know what to say. But I sensed - and this is not a romantic figure that I am using - as if the winds of history hovered above our heads and the centuries were miraculously approaching and facing each other. I felt like a witness and a mute face in that socio-historical drama that began in that country three-and-a-half centuries ago, and which, as it seems, does not have an ending..."

Churros and cider, song and dance

Andrić found special beauty and the joy of life on the outskirts of the Madrid of the time, visiting the open-air street parties and festivals (*las verbe-*

nas) that still take place around the city today. There he enjoyed disorderly, vibrant and authentic scenes of everyday life, like some modern tourist who flees the main attractions only to explore the flavours and aromas of the real Madrid. He records in his notebook that one July evening in the Retiro Park, at a *verbena* organised by the actors' union, he tasted home-made apple *Sidra*, similar to today's cider, while a few days later, in the *Cuatro Caminos* neighbourhood, he felt intoxicated by the aroma of the olive oil in which *churros* was being fried. Writing on a few lines in his small notebook, Andrić recorded a striking detail while he was returning home exhausted after one such *verbena*, feeling amazed by the energy of Madrid and its inhabitants: "The trams constantly bring new groups from the town, and they return completely empty. And when that other group sees you in that empty tram car leaving *Cuatro Caminos*, it certainly doesn't understand how a living person could abandon the beauty and happiness of a *verbena* at the most beautiful moment, at around one o'clock in the morning. They see you as a man who's unwell or doesn't know what he's doing."

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UZ MUZIKU MOCARTA I BETOVENA

Svet slavi velikog maestra

U čast legendarnog Zubina Mehta Beogradska filharmonija nastupa u Indiji povodom obeležavanja njegovog 90. rođendana

Na koncertima u Mumbaju, rodnom gradu Zubina Mehta, počinje velika proslava njegovog 90. rođendana. Beogradska filharmonija će pod maestrovom palicom nastupiti 15. i 16. januara sa najvećim muzičkim zvezdama – pijanistom Langom i violinistom Pinkasom Cukermanom.

Beogradskoj filharmoniji je ukazana velika čast da bude prvi orkestar sa kojim će Zubin Mehta započeti proslavu rođendana, koji će se tokom 2026. godine obeležavati širom sveta. U gradu gde je maestro rođen, uz Beogradsku filharmoniju koju sa Mehtom povezuje doživotno muzičko prijateljstvo, okupiće se najznačajniji umetnici svetske scene.

Kao orkestar koji mu je davne 1958. pružio prvu profesionalnu šansu, Beogradska filharmonija se posebnim slovima upisala u Mehtinu legendarnu karijeru. Sa najznačajnijim dirigentom današnjice Filharmonija je razvila duboko i posebno prijateljstvo, za koje je sam Mehta rekao: „Kada mi neki čovek postane prijatelj, uvek ostajem uz njega. Isto važi i za orkestre“.

Tako je pred Beogradskom filharmonijom veličanstvena prilika da, prvi put u svojoj 102 godine duvoj istoriji, nastupi u velelepnom Nacionalnom centru za izvođačku umetnost. Vođena Mehtom, Filharmonija će izvesti dva različita repertoara sastavljena od dela Mocarta i Betovena. Orkestar će prvi put deliti podijum sa

superstarom Langom, koji važi za jednog od najboljih pijanista današnjice, u izvođenju Betovenovog klavirskog koncerta „Emperor“. Sa živom legendom, violinistom Pinkasom Cukermanom i Mehtinim velikim prijateljem, orkestar izvodi Mocartov „Koncert za violinu br. 5“. Mehtino izvođenje Betovenove Treće i Sedme simfonije krunisaće nastupe sa Beogradskom filharmonijom.

Zubin Mehta nije samo maestro već i vizionar koji neumorno gradi mostove između kultura, uz muziku kojom povezuje ljude. Tako će iz rodnog Mumbaja započeti niz događaja koji će obeležiti svetsku muzičku scenu tokom 2026. godine, uz slavlje jedne od najznačajnijih muzičkih ličnosti

“
**Kao orkestar
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karijeru**

As the orchestra
that gave him his
first professional
opportunity, way
back in 1958,
the Belgrade
Philharmonic holds
a special place in
the story of Mehta's
legendary career

ikada. Zubin Mehta (rođen 29. aprila 1936. u tadašnjem Bombaju) jedan je od najpoznatijih i najuticajnijih dirigena današnjice. Odrastao je u muzičkoj porodici i dirigovanje učio u Beču, gde je već u dvadesetim godinama debitovao kao izvanredan talenat. Sa samo 25 godina postao je muzički direktor Montrealskog simfonijskog orkestra, a ubrzo i Los Angeles filharmonije. Redali su se najbolji orkestri, a Mehta je postao poznat po harizmi, savršenoj memoriji i sposobnosti da bez napora vodi i najveće filharmonije sveta. Dirigovao je u najprestižnijim operama, saradivao sa legendama, a publiku je osvojio toplinom i neposrednošću. Njegova karijera traje više od šest decenija – i ne posustaje.

WITH THE MUSIC OF MOZART AND BEETHOVEN

The world is celebrating a great maestro

As a tribute to the living legend that is Zubin Mehta, the Belgrade Philharmonic is performing in India to commemorate the conductor's 90th birthday

Concerts in Mumbai, Zubin Mehta's hometown and the launchpad for this great celebration, will see top stars of classical music – pianist Lang Lang and violinist Pinchas Zukerman – perform together with the Belgrade Philharmonic, under Mehta's baton, on 15th and 16th January 2026.

The Belgrade Philharmonic was granted the great honour of being the first orchestra to launch celebrations of Mehta's 90th birthday, which will be marked around the world in 2026. The world music scene's most important artists will gather in this Indian metropolis where the great maestro was born, together with the Belgrade Philharmonic, which is closely linked to Mehta through a lifelong friendship. As the orchestra that gave him his first professional opportunity, way back in 1958, the Belgrade Philharmonic holds a special place in the story of Mehta's legendary career. Over the years, the Belgrade Phil has developed a deep and special friendship with the man who is the most important contemporary conductor, with Mehta himself having said: "when a person becomes my friend, I always stay with them. And the same goes for orchestras".

This is why the Belgrade Philharmonic has now received this magnificent opportunity to perform in Mumbai's magnificent National Centre for Performing Arts for the first time in its 102-year history. With Mehta himself conducting, the Serbian orchestra will perform two different repertoires comprising works by Mozart and Beethoven. This will also be the first time that the Philharmonic will share the stage with superstar Lang Lang, considered one of the best living pianists, in the

performance of Beethoven's Emperor Concerto. Together with living legend and Mehta's great friend, violinist Pinchas Zukerman, they will perform Mozart's Violin Concerto No. 5. Crowning the birthday shows with the Belgrade Phil will be Mehta's performance of Beethoven's 3rd and 7th symphonies. Mehta isn't just a maestro. He's also a visionary who tirelessly builds bridges between cultures, using music that connects people. He will this year set out from his native Mumbai in launching a series of events that will mark the world music scene during 2026, celebrating a man who is among the most significant musical figures of all time. Born 29th April, 1936, in what was then Bombay, Mehta is today one of the world's most famous and influential conductors. Raised in a musical family, he studied conducting in Vienna, and it was there that he first demonstrated his outstanding talent, already in his early 20s. He became Music Director of the Montreal Symphony Orchestra at the age of just 25, and soon afterwards also of the Los Angeles Philharmonic. The world's best philharmonic orchestras lined up for him, and Mehta came to be known for his charisma, perfect memory and ability to effortlessly lead the world's largest orchestras. He has conducted for the most prestigious opera houses, collaborated with legends like Pavarotti and Von Karajan, and won over audiences worldwide with his warmth and forthrightness. His career has spanned more than six decades – and he shows no signs of stopping.



Tekst / Words: **Vanja Filipović**
Fotografije / Photography: **Marko Djokovic**

DŽESI VILIJAMS, GLUMAC

Želim vam da putujete, jer je to svaki put mala revolucija u duši

Zelenooki glumac kojeg smo upoznali kao doktora u seriji „Uvod u anatomiju“, kaže da ga je aktualna serija prvi put odvela na očaravajuću obalu Amalfi. Zato je čitaocima „Elevejta“ poželio da otkriju što više novih destinacija u 2026. godini



FOTO: Virginia Bartoja



Tekst / Words: **Nikola Dražović**
Fotografije / Photography: **Virginia Bartoja**

Na kanalu „Star Crime“ premijerno gledamo novu seriju „Hotel Kostijera“ – napeti triler smešten na očaravajućoj Amalfi obali, u svetu luksuza i tajni. U glavnoj ulozi je Džesi Vilijams, poznat po ulozi doktora Džeksona Ejverija iz serije „Uvod u anatomiju“, koji sada tumači sasvim drugačiji lik – bivšeg marince Danijela de Luku, čoveka koji pokušava da započne novi život, ali ga sudbina ponovo uvlači u svet iz kojeg je želeo da pobjegne.

Kako biste opisali svog junaka Danijela de Luku i svet serije „Hotel Kostijera“?

– De Luka je čovek koji se bori sa prošlošću i sopstvenim demonima. Nekada je bio marinac, a sada radi u luksuznom hotelu na Amalfi obali, mestu koje spolja deluje savršeno, ali u sebi krije mnogo tame. To je ono što

me je privuklo seriji – kontrast između raja i pakla. U seriji nema crno-belih likova. Svi su puni suprotnosti, baš kao i stvarni ljudi.

U seriji se pojavljuju teme iskupljenja, roditeljstva i gubitka. Koliko su vam te emocije bile bliske?

– Veoma. I sâm sam otac i znam koliko se strah za dete ureže duboko u čoveka. De Lukina ćerka nestaje i to pokreće lavinu emocija koje ga potpuno razbijaju. Ta priča o potrazi za ćerkom postaje metafora – potraga za mirom, za oprostajem, za sopstvenim identitetom. Glumački, to je bilo izuzetno zahtevno, jer sam morao da balansiram između unutrašnjeg bola i spoljašnje kontrole, između discipline vojnika i ranjivosti roditelja.

Kao neko ko je postao globalno poznat zahvaljujući seriji „Uvod u anatomiju“, kako gledate na taj period danas?

– To iskustvo je bilo neverovatno. Proveo sam skoro deceniju u toj seri-

ji, i ona je bila moj dom, moja porodica, moja škola glume. Rad sa Šandom Rajms i celim timom oblikovao me je ne samo kao glumca već i kao čoveka. „Uvod u anatomiju“ je serija koja je uvek znala da spoji dramu i ljudskost – i zato i dalje traje. Kada mi ljudi prilaze i kažu da su odrasli uz te likove, shvatim da je sve to imalo smisla.

Da li vam nedostaje taj svet bolnice, doktora i medicinskih drama?

– Ponekad da. Pogotovo zajedništvo na setu. Ali svaka priča ima svoje vreme. „Hotel Kostijera“ je potpuno drugačiji – mračniji, dublji, više psihološki nego proceduralni. I to mi prija. Vreme je bilo da istražim nešto novo, da rizikujem.

Serija je snimana u Italiji, na Amalfi obali. Kako ste doživeli to iskustvo?

– Italija je čarobna. Nisam bio prvi put, ali snimati tamo, između mora i planina, to je iskustvo koje menja perspektivu. Amalfi obala ima neki poseban ritam – svetlost, mirise, boje... sve deluje kao da je iz sna. Kada niste na

Džesi Vilijams najpoznatiji je po ulozi doktora Džeksona Ejverija u seriji „Uvod u anatomiju“

Jesse Williams is best known for his role as doctor Jackson Avery in the series Grey's Anatomy

setu, jednostavno sednete pored mora, pijete espreso i gledate kako se dan topi u more. To su trenuci koji vraćaju harmoniju.

Volite li da putujete privatno? Gde pronalazite inspiraciju?

– Putovanja su moj način da resetujem dušu. Kad god imam vremena, biram destinacije gde mogu da se izgubim – mesta koja nisu prenatrpana turistima. Volim planine, tišinu i mesta gde ljudi još uvek žive u skladu sa prirodom. Pre nekoliko godina bio sam u Japanu, i to je bilo iskustvo koje me duboko promenilo. Shvatio sam da putovanje nije beg, nego način da bolje razumeš sebe.

Za nama su božićni i novogodišnji praznici. Kako ste ih proveli?

– To mi je najdraže doba godine. Volim zimu, svetla, miris kolača i onaj trenutak kada cela porodica napokon uspori. Uvek pokušavam da budem sa svojim, da ne radim ništa „važno“. Prava čarolija praznika je u malim stvarima – doručak sa decom, zajedničko kuvanje, sneg koji polako pada. A onda, kada se ponoć približi, shvatite da ste zahvalni – na onome što imate, ali i na onome što ste preživeli.

Kako biste opisali 2025. godinu iz svoje perspektive?

– Bila je izazovna, ali i puna rasta. Naučio sam da mir ne dolazi kada se sve sredi, već kada naučite da se ne borite protiv talasa. A talasi su stalni – i u poslu, i u životu. Zato volim more – ono me uvek podseti da je promena prirodna stvar.

I za kraj – šta biste poželeli čitaocima u godini pred nama?

– Da pronađu svoj mir, gde god da su. Da prestanu da jure savršenstvo i da nauče da cene trenutke koji deluju mali, ali su zapravo najveći. I, naravno – da putuju.



FOTO: Virginia Bettoja

JESSE WILLIAMS, ACTOR

I wish for you all to travel, because every journey is a mini revolution for the soul

This green-eyed actor, who we first encountered as a doctor in the series Grey's Anatomy, tells us how his latest show led him to the majestic Amalfi Coast for the first time. That is why he wishes for Elevate readers to discover as many new destinations as possible in 2026

New series Hotel Costiera – a tense thriller set on the majestic Amalfi Coast, in a world of luxury and secrets – has been airing on the Star Crime channel and the lead role is played by Jesse Williams. Known for the role of Dr. Jackson Avery in the series Grey's Anatomy, this time he's found himself portraying a very different character: former marine Daniel De Luca, a man trying to start a new life, but fate drags him back into a world he was striving to escape.

How would you describe your character, Daniel De Luca, and the world of the series Hotel Costiera?

– De Luca is a man fighting with the

past and with his own demons. He used to be a Marine and now works at a luxury hotel on the Amalfi Coast, a place that appears perfect from the outside, but that hides within it a lot of darkness. That's what drew me to the show – that contrast between heaven and hell. There are no black and white characters in the series. Everyone is full of contradictions, just like real people.

The series covers the themes of redemption, parenthood and loss. How familiar were you with those emotions?

– Very. I'm a father myself and know how deeply fear for a child can be ingrained in a person. De Luca's daughter disappears, and that launches an avalanche of emotions that shatter him



Ovo mi je najdraže doba godine. Volim zimu, svetla, miris kolača i onaj trenutak kada cela porodica napokon uspori

This is my favourite time of the year. I love winter, the lights, the aroma of cakes, and that moment when the whole family finally unwinds



FOTO: Virginia Bettaja

FOTO: PBS / BACKGRID / BACKGRID UK / Proimedia

completely. That story about the search for his daughter becomes a metaphor – of the search for peace, for forgiveness, and for personal identity. It was extremely demanding in an acting sense, because I had to balance internal pain and external control; the discipline of a soldier and the vulnerability of a parent.

As someone who achieved worldwide popularity thanks to the show *Grey's Anatomy*, how do you view that period of your career today?

- That experience was unbelievable. I spent almost a decade on that show, and it became my home, my family, my school of acting. Working with Shonda Rhimes and the entire team not only shaped me as an actor, but also as a person. *Grey's Anatomy* is a show that always knew how to combine drama and human aspects – and that's why it's still running. When people approach me and tell me how they grew up with those characters, I realise that it all had meaning.

Do you miss that world of hospitals, doctors and medical dramas?

- Sometimes, yes – especially the sense of togetherness on set. But every story has its own time. *Hotel Costiera* is completely

different – darker, deeper, more psychological than procedural. And that suits me. It was time for me to explore something new, to take a risk.

The show was shot on Italy's Amalfi Coast. How was that experience?

- Italy is magical. It wasn't my first time visiting, but shooting there – between the sea and the mountains – is an experience that shifts one's perspective. The Amalfi Coast has a special rhythm – lights, aromas, colours... everything seems dreamlike. When you're not on set, you simply sit by the sea, drink espresso and watch how the day melts into the sea. Those are moments that restore balance.

Do you like to travel privately? Where do you find inspiration?

- Travelling is my way of resetting my soul. Whenever I have time, I choose destinations where I can lose myself – places that aren't packed with tourists. I love mountains, serenity, and places where people still live in harmony with nature. I was in Japan a few years ago, and that was an experience that changed me profoundly. I realised that travelling isn't about escaping, but rather is a way to better understand oneself.

Christmas and New Year are behind us. How did you spend that time?

- That's my favourite time of the year. I love winter, the lights, the aroma of cakes, and that moment when the whole family finally unwinds. I always try to be with my family, to avoid doing anything "important". The real magic of the holidays is in the little things: breakfast with the kids; cooking together, snow falling slowly. And then, as midnight approaches, you realise how grateful you are – for what you have, but also for what you've endured.

How would you describe 2025 from your personal perspective?

- It was challenging, but also filled with growth. I learned that peace doesn't come when everything's sorted out, but rather when you learn not to fight the waves. And the waves are constant – both in work and in life. That's why I love the sea: it always reminds me that change is a natural thing.

And to conclude, what would you like to wish our readers for the upcoming years?

- To find their own peace, wherever they are. To stop chasing perfection and learn to appreciate the moments that seem small, but are actually the biggest. And, of course, to travel.



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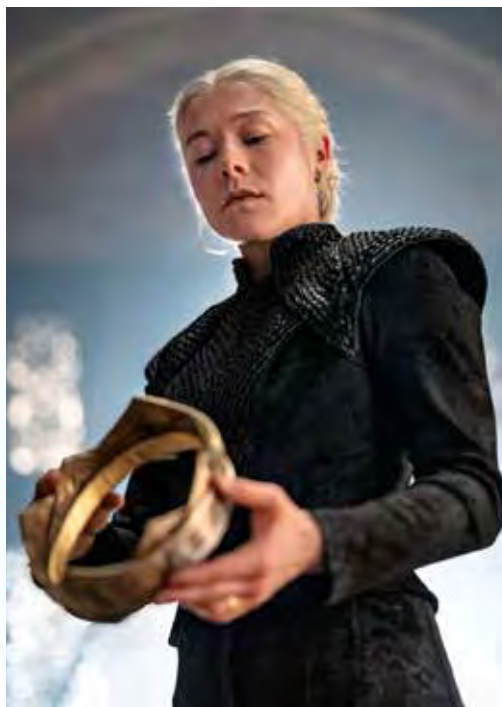
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Vek pre „Igre prestola“ ser Dankan Visoki i njegov štitonoša Eg lutali su Vesterosom, dok je dinastija Targarjen vladala Gvozdenim tronom / A century before GOT, Ser Duncan the Tall, and his squire, Egg, wandered through Westeros, while the Targaryen dynasty ruled the Iron Throne



FOTO: Steffen Hill



PRE „IGRE PRESTOLA“ / GAME OF THRONES PREQUEL

Počinje nova avantura iz Vesterosa

A new Westeros adventure begins

Priča o „Vitezu Sedam kraljevstava“ neizostavno je štivo za svakog istinskog ljubitelja fantastičnog sveta Džordža Martina / The story of the Knight of the Seven Kingdoms is required reading for any true lover of George R.R. Martin's fantastical world

Iz sveta Vesterosa stiže dirljiva priča o pustolovina-ma neočekivanog dvojca u seriji „Vitez Sedam kraljevstava“, koja će imati premijeru 19. januara na „HBO“, dok će nove epizode šestodelne sezone izlaziti na nedeljnom nivou.

Sto godina pre događaja iz „Igre prestola“ dva neverovatna junaka lutala su Vesterosom. Mladi, naivni, ali hrabri vitez ser Dankan Visoki i njegov maleni štitonoša Eg. Radnja je smeštena u doba kada Targarjeni još uvek vladaju Gvozdenim prestolom, a sećanje na poslednjeg zmaja nije izbledelo. Velike sudbine, moćni neprijatelji i opasne pustolovine čekaju ove neobične i neuporedive prijatelje. U glavnim ulogama su Piter Klefi kao ser Dankan i Dekster Sol Ansel kao Eg, dok se u ulozi producenta i ko-autora nalazi Džordž R. R. Martin. Serija je obnovljena za drugu sezonu u 2027, i to pre premijere prve, koju ćemo gledati ovog januara.

Kejsi Blojs, predsednik i glavni izvršni direktor „HBO-a“ i „HBO Max Contenta“, zvanično je najavio obnovu dve serije iz franšize „Igra prestola“ – pomenutog „Viteza Sedam kraljevstava“ ali i „Kuća zmaja“, čime se njihovo trajanje produžava do 2028. Treća sezona serije „Kuća zmaja“ imaće premijeru tokom leta 2026, a „HBO“ je obnovio seriju i za četvrtu sezonu, koja će biti prikazana 2028.

– Oduševljeni smo što možemo da isporučimo nove sezone ove dve serije tokom naredne tri godine, za sve obožavaoce „Igre prestola“. Zajedno „Kuća zmaja“ i „Vitez Sedam kraljevstava“ pokazuju koliko je svet Džordža R. R. Martina i dalje opsežan i bogato zamišljen. Verujem da će u januaru publika biti oduševljena inspirativnom pričom o autsajderima Danku i Egu, a ovog leta „Kuća zmaja“ ponovo zapaliti ekrane nekim od svojih epskih bitaka – poručuju iz „HBO-a“.

Arriving on small screens from the world of Westeros is a touching story of the adventures of an unexpected duo in the series A Knight of the Seven Kingdoms, which premieres on HBO on 19th January, with new episodes of the six-part season to be released weekly.

A century before the events of Game of Thrones, two unlikely heroes roamed Westeros: a young, naive but brave knight called Ser Duncan the Tall and his diminutive squire, Egg. The story is set in an era when the Targaryen dynasty still ruled the Iron Throne and memories of the last dragon hadn't faded. These unusual and incomparable friends are awaited by great destinies, powerful enemies and dangerous adventures. With Peter Claffey starring as Ser Duncan and Dexter Sol Ansell as Egg, this George R.R. Martin produced and co-written series has been renewed for a second season in 2027 ahead of the January 2026 premiere of the first season.

HBO and Max Content Chairman and CEO Casey Bloys himself officially announced the renewal of two series from the Game of Thrones franchise: the aforementioned Knight of the Seven Kingdoms, but also House of the Dragon, extending their run until at least 2028. Season Three of House of the Dragon will premiere in summer 2026, while HBO has renewed this series for a fourth season, set to be aired in 2028.

“We are thrilled to be able to deliver new seasons of these two series for the next three years... Together, House of the Dragon and A Knight of the Seven Kingdoms reveal just how expansive and richly imagined George R.R. Martin's universe continues to be. In January, I think audiences will be delighted by the inspiring underdog tale of Dunk and Egg that George and Ira Parker have captured so beautifully. And this summer, House of the Dragon is set to ignite once again with some of its most epic battles yet,” said HBO Programming EVP Francesca Orsi.



Premijera je 19. januara na „HBO“, dok će nove epizode šestodelne sezone izlaziti na nedeljnom nivou

Premiering on HBO on 19th January, with new episodes of the six-part season to be released weekly

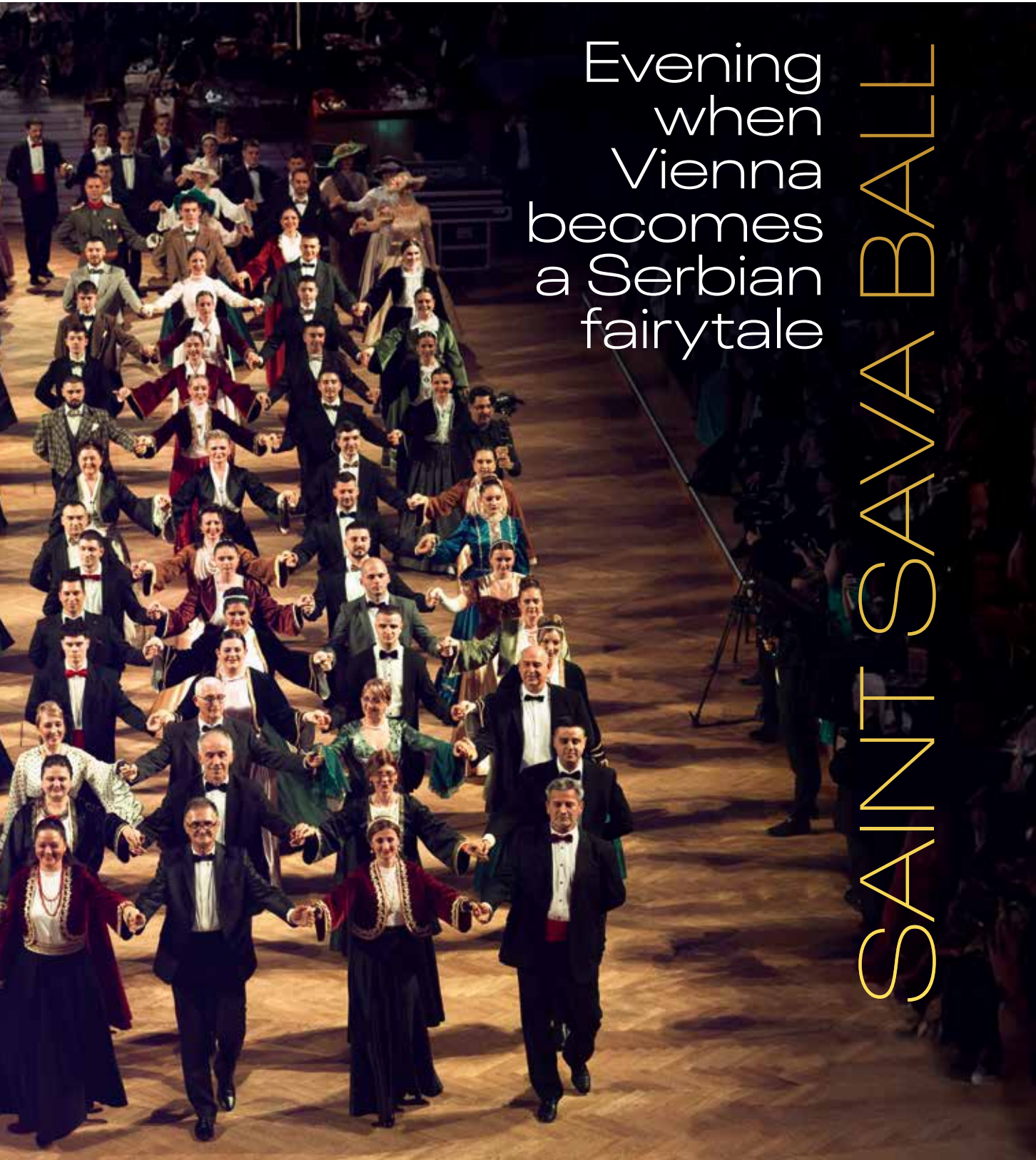
SVETOSAVSKI BAL

Noć
kada
Beč
postaje
srpska
bajka



Evening
when
Vienna
becomes
a Serbian
fairytale

SAINT SAVA BALL



**Pod svodovima
Hofburga vremenu
odoleva jedna
tiha, ali postojana
priča o narodu
koji pamti, o
muzici koja spaja
i tradiciji koja ne
bledi**

Kada zima prekrije krovove Beča, a sneg utiša gradski šum, iza visokih prozora raskošnih palata pale se svetla lusteri, a carski grad ulazi u svoju balsku sezonu. Među tim čarobnim večerima posebnu priču nosi Svetosavski bal, jedan od najstarijih, koji odoleva zubu vremena i okuplja brojne posetioce.

u melodiji, a susret dve kulture ostao je trajno upisan u istoriju muzike i evropskih salona.

Balovi ni tada, kao ni sada nisu bili samo zabava već društveni događaji, mesta susreta diplomata, umetnika i putnika sa svih strana sveta. U svilenim haljinama i frakovima sklappala su se poznanstva, razmenjivale ideje i stvarala kultura. Beč je bio prestonica plesa, a Svetosavski bal deo velike evropske balske scene. Nakon istorijskog prekida, obnovljen je 1998. godine i od tada okuplja srpsku zajednicu, prijatelje Srbije i ljubitelje tradicije iz cele Evrope.

Danas se održava u palati Hofburg, nekadašnjoj rezidenciji Habsburga – zdanju koje pamti careve, dvorske dame, šapat iza lepeza i muziku koja je oblikovala jednu epohu. „Kad zakoračite u Hofburg, osećate da istorija šapuće“, saglasni su posetioći.

Za Svetosavski bal se i danas posebno priprema. Haljine se biraju pažljivo, frakovi se pripremaju nedeljama unapred. Mnoga su se pravila kroz istoriju menjala, ali duh balske elegancije ostaje isti. Nekada su mlade dame sa sobom nosile male plesne knjižice, u koje su gospoda upisivala plesove koje su rezervisali. Ako je knjižica bila puna, dama je te večeri bila među najpoželjnijima u sali. Tokom ove balske noći, u čak šesnaest sala palate Hofburg istovremeno se prepliću zvuci orkestara, plesni koraci, svečani koncertni programi i nastupi srpskih tradicionalnih igara.

Ipak, Svetosavski bal nikada nije bio samo noć sjaja. U njegovoj suštini oduvek su bile ideje zajedništva, svetosavskog duha i međusobne brige. Zato i danas, pored tradicije i kulture, bal nosi snažnu poruku humanosti. Svetosavski bal je sećanje koje traje, susret generacija i most između vekova. Od „Srpskog kadrila“ i kneza Miloša do savremene balske noći, isti koraci traju već gotovo dva veka. I svake godine, iznova, Beč na jednu noć postaje srpska bajka...



Tekst / Words: **Aleksandra Dogandžić**
Fotografije / Photography: **Marc Grunwerth**



27.
**Humanitarni
Svetosavski bal,
održaće se 6.
februara**
Humanitarian
Saint Sava Ball
will be held on 6th
February

Ove godine, 6. februara, u veličanstvenoj carskoj palati Hofburg, održaće se 27. Humanitarni Svetosavski bal, u organizaciji Udruženja „Srpski centar“ iz Beča. U toj noći će se, pod istim svodovima, ponovo sresti tradicija i savremeni duh. Tako je bilo i 1846. godine, kada je u tadašnjem carskom Beču prvi put odjeknuo „Srpski kadril“. Kažu da se te večeri plesalo drugačije nego ikada ranije. Srpski knez Miloš Obrenović, tada čest gost bečkih salona, pozeleo je da duh njegovog naroda zaigra pod svodovima evropske prestonice. Naručio je kompoziciju od Johana Štrausa Mlađeg, tadašnjeg „kralja valcera“, zahtevajući da u taktove utka prepoznatljive srpske motive. Tako je nastala muzika koja je spojila dve kulture u jednom plesu. Valcer i kolo spojili su se



Under the vaulted ceilings of the Hofburg, defying the ravages of time, unfolds the quiet yet persistent story of a nation that remembers, of music that unites, and of a tradition that doesn't fade

When winter covers Vienna's rooftops and snow silences the din of the city, chandeliers burn brightly behind the tall windows of luxurious palaces as the imperial city enters its ball season. A special story among those magical evenings is represented by the Saint Sava Ball, which is one of the oldest such gatherings, having stood the test of time and still bringing together numerous attendees. The magnificent Hofburg Imperial Palace will host the 27th Humanitarian Saint Sava Ball, organised by Vienna's Serbian Centre association, on 6th February this year. That evening will see tradition and the modern spirit meet once again, under those same vaulted ceilings. That first occurred back in 1846, when the Serbian Quadrille resounded through the halls of the then imperial Vienna for the first time. Guests are said to have danced like never before that evening. Serbian Prince Miloš Obrenović, then a regular guest

of Viennese salons, wished for the spirit of his people to dance under the vaults of this European capital. He commissioned a composition from Johann Strauss II, the then 'King of the Waltz', ordering that he weave recognisable Serbian melodies into the beats. And so was born a piece of music that brought together two cultures in a single dance. The waltz and the kolo dance came together in melodies, and that meeting of two cultures has remained forever inscribed in the history of music and European salons. Like today, back then balls weren't merely evenings of entertainment, but rather social events and meeting points for diplomats, artists and world travellers. In silk gowns and tailcoats, acquaintances were made, ideas exchanged and culture created. Vienna was the capital of dance, and the Saint Sava Ball was part of Europe's great ball scene. Following a historical hiatus, the ball was restored in 1998 and has since been bringing together members of Austria's Serbian community, friends of Serbia and lovers of tradition from across Europe. It is held nowadays at the Hofburg, the former principal residential palace of the Habsburg dynasty – a building that recalls emperors, ladies-in-waiting, hushed whispers behind fluttering fans and music that shaped an era. "When you step into the Hofburg, you feel how history whispers," agree attendees.

Special preparations are still made ahead of the annual Saint Sava Ball. Gowns are carefully selected and tailcoat suits are prepared weeks in advance. Many of the rules have changed over the course of history, but the spirit of ballroom elegance remains unchanged. Young ladies used to carry small booklets known as dance cards, which were used to record "reservations" of dances with attending gentlemen. If a young lady's booklet was full, she was surely among the most desirable dance partners in the hall that evening. During the evening of the modern Saint Sava Ball, as many as 16 halls of Hofburg Palace resound with orchestral sounds, dance steps, festive concert programmes and performances of Serbian traditional dances intertwining simultaneously. However, the Saint Sava Ball was never just a glittering evening. Ideas of community, the spirit of Saint Sava and mutual care have always been at its core. That's why, to this day, alongside tradition and culture, this ball carries a strong humanitarian message. The Saint Sava Ball is an enduring memory, a coming together of generations and a bridge between centuries. From the Serbian Quadrille and Prince Miloš to the modern ball evening, the same steps have been repeated for almost two centuries. And each year, time and again, Vienna becomes a Serbian fairytale for an evening...

NOVI REKORD

ER SRBIJA PREMAŠILA 35 MILIONA PREVEZENIH PUTNIKA



Srpska avio-kompanija i tokom perioda van popularne letnje sezone beleži stabilne operativne rezultate i visok nivo interesovanja putnika, o čemu svedoči više od 3.400 realizovanih letova i skoro 300.000 prevezenih putnika u novembru. Ovaj mesec je posebno značajan jer je u novembru prošle godine Er Srbija premašila 35 miliona prevezenih putnika od godine svog osnivanja, potvrđujući status uspešne i pouzdane avio-kompanije. Operativnost sa visokim procentom popunjenosti kabina rezultat je

uspešnog upravljanja flotom i efikasnog raspoređivanja raspoloživih kapaciteta u skladu sa potrebama putnika za putovanjima i van sezone. Tako je u novembru 2025. popunjenost kabine iznosila čak 75 odsto, što je čak četiri procentna poena više nego popunjenost putničke kabine u istom mesecu 2024. Od početka prošle godine prevezeno je tri odsto putnika više u poređenju sa istim periodom 2024. godine. – Rezultati koje postižemo iz meseca u mesec pokazuju da naši putnici prepoznaju kvalitet i sigurnost koju im pružamo. Ponosni smo na činjenicu da

interesovanje za letove Er Srbije ostaje na visokom nivou tokom cele godine, što jasno potvrđuje da strateški pristup razvoju našeg poslovanja daje odlične rezultate. Nastavićemo da širimo mreže destinacija prilagođavajući se dinamičnim zahtevima tržišta – izjavio je generalni direktor Er Srbije Jirži Marek. Na listi najtraženijih gradova u zapadnoj Evropi su i dalje Pariz, Ciri, London, Barselona, Frankfurt i Rim, dok u regionu putnici biraju putovanja ka Podgorici, Tivtu i Ljubljani. U široj evro-mediteranskoj zoni najveće interesovanje se beleži na letovima za Larnaku, Istanbul i Atinu.



Nastavićemo da širimo mreže destinacija prilagođavajući se dinamičnim zahtevima tržišta – Jirži Marek

We will continue to expand our destination network, adapting to the dynamic demands of the market ~ Jiří Marek

NEW RECORD

AIR SERBIA SURPASSES 35 MILLION PASSENGERS CARRIED

Serbia's national airline continues to record stable operational results and a high level of passenger interest, even beyond the peak summer season – as evidenced by the more than 3,400 flights operated and nearly 300,000 passengers carried in November. That same month was also particularly significant in 2025, because it was then that Air Serbia surpassed the total of 35 million passengers carried since its founding, thus confirming its status as a successful and reliable airline.

Operational efficiency, coupled with a high load factor, is the result of successful fleet management and the effective allocation of available capacities to meet passenger travel needs even during the off-season, which led to the cabin load factor in November 2025 reaching 75 per cent, four percentage points higher than the cabin load factor in the same month of the previous year. Over the course of 2025, passenger numbers increased at an average of three per cent compared to the same period of 2024.

"The results we achieve month-on-month show that our passengers recognise the quality and reliability we provide. We are proud of the fact that interest in Air Serbia's flights remains at a high level throughout the entire year, which is a clear indication that our market approach is yielding excellent results. We will continue to expand our destination network, adapting to the dynamic demands of the market," said Air Serbia CEO Jiří Marek.

The airline's most popular destinations in Western Europe continue to be Paris, Zurich, London, Barcelona, Frankfurt and Rome, while passengers travelling in the region prefer Podgorica, Tivat and Ljubljana. In the wider Euro-Mediterranean zone, the highest demand is for flights to Larnaca, Istanbul and Athens.



WINE VISION

NA KRILIMA TRADICIJE DO VINSKIH RUTA EVROPE I SVETA / TRADITION ELEVATED TO THE WINE ROUTES OF EUROPE AND THE WORLD

Er Srbija je učestvovala na „Wine Vision“ festivalu na Beogradskom sajmu, a gosti su imali priliku da pored sveta vina, dobiju i pogodnosti za putovanja, ostvarujući 10 odsto popusta na tarife za sve destinacije iz mreže. Nacionalni avio-prevoznik povezuje Srbiju sa više od 100 destinacija u Evropi, Mediteranu, Severnoj Americi i Aziji.

– Otvarajući put ka novim destinacijama i iskustvima, naša misija je da putnicima obezbedimo udobno, sigurno i inspirativno putovanje. Ono počinje već na letu na kome služimo vina iz Srbije, sa željom da doprinesemo promociji autentičnih domaćih sorti i bogatog vinskog nasleđa na našim prostorima. Sa ponosom podržavamo jačanje regionalne saradnje i promociju vinske kulture, predstavljajući našu zemlju kao sve značajniju destinaciju na mapi svetskog vinskog turizma – ističu u Er Srbiji.

Zahvaljujući širokoj mreži letova, ljubitelji vina iz celog sveta imaju jednostavan pristup prestižnim vinskim rutama – od Srbije i regiona, preko Italije, Francuske i Španije, do Austrije, Nemačke, Grčke, Portugala i Gruzije. Er Srbija omogućava otkrivanje autentičnih vinograda i renomiranih vinskih destinacija.

Air Serbia participated in the recent Wine Vision Festival at the Belgrade Fair, where guests had an opportunity to experience the world of wine while receiving travel benefits that included 10 per cent discounts on flights to all destinations in the network. the Serbian national airline connects the country with over 100 destinations across Europe, the Mediterranean, North America and Asia.

"Opening the way to new destinations and experiences, our mission is to provide travellers with a comfortable, safe and inspiring journey. That begins on the flight itself, where we serve wines from Serbia, in a desire to contribute to the promotion of authentic local varieties and our region's rich wine heritage. We are proud to help boost regional cooperation and the promotion of wine culture, presenting our country as an increasingly important destination on the map of global wine tourism," reads an Air Serbia statement.

"Thanks to a wide network of flights, wine lovers from around the world have easy access to prestigious wine routes – from Serbia and the region, to Italy, France, Spain, Austria, Germany, Greece, Portugal and Georgia. Air Serbia enables the discovery of authentic vineyards and renowned wine destinations."

MOJ PRVI LET ER SRBIJOM / MY FIRST FLIGHT WITH AIR SERBIA

NAGRADA ZA KAMPANJU KOJA JE DALA DECI KRILA AWARD FOR CAMPAIGN THAT GAVE CHILDREN WINGS

„Kampanja sa svrhom“ je inicijativa koja prepoznaje i nagrađuje projekte sa snažnim društvenim uticajem i pozitivnim doprinosom zajednici

Projekat „Moj prvi let Er Srbijom – Putovanje za pamćenje“, koji je Er Srbija realizovala u saradnji sa Fondacijom „SOS Dečija sela Srbija“, dobio je nagradu u kategoriji SOCIAL na konkursu „Kampanje sa svrhom 2025.“

– Ovaj događaj imao je za cilj da inspiriše decu da sanjaju velike snove, da ojača porodične veze i da skrene pažnju javnosti na značaj podrške ranjivim grupama. Verujemo da svako dete zaslužuje priliku da oseti radost otkrivanja sveta i stekne nezaboravna iskustva, a prvi let avionom za mnoge predstavlja trenutak koji se zauvek pamti. Posebno nas raduje što je inicijativa privukla veliku pažnju medija i šire javnosti, jer je time dodatno osnažena poruka nade i podrške našim najmlađima. Nastavićemo da razvijamo projekte koji doprinose stvaranju solidarnije zajednice – poručila je Bojana Knežević, viša menadžerka marketinga i korporativnih poslova Er Srbije, prilikom uručivanja nagrade.

Nagrađeni projekat osmišljen je s ciljem da deci iz socijalno ugroženih porodica priušti iskustvo koje se pamti čitav život. Tokom akcije, organizovane 14. maja 2025. godine povodom Međunarodnog dana porodice, 25 mališana iz programa „Jačanje porodica“ Fondacije „SOS Dečija sela“ prvi put je letelo avionom Er Srbije, na relaciji Niš–Beograd. Deci je pružena prilika da prođu kroz sve korake putničkog iskustva – od prijave na let i bezbednosnih procedura, do upoznavanja sa radom pilota, kabinskog osoblja i inženjera Er Srbije. Po sletanju u Beograd imali su posebnu turu kroz aerodrom i hangar, tokom koje su mogli da vide najmanje i najveće avione iz flote, kao i operativne prostorije nacionalne avio-kompanije.

Dobijanjem nagrade u kategoriji SOCIAL Er Srbija potvrđuje svoju posvećenost društveno odgovornom poslovanju i saradnji sa organizacijama koje unapređuju kvalitet života dece i porodica širom Srbije.

Campaigns with a Purpose is an initiative that recognises and rewards projects that have a strong social impact and contribute positively to the community

The project „My first flight with Air Serbia – A trip to remember“, which Air Serbia conducted in collaboration with the SOS Children's Villages Serbia Foundation, has received an award in the SOCIAL category of the 2025 Campaigns with a Purpose contest.

“This event aimed to inspire children to dream big and strengthen family bonds, and to draw public attention to the importance of supporting vulnerable groups. We believe that every child deserves the opportunity to experience the joy of discovering the world and

gain unforgettable experiences, and a first flight represents a moment that many people remember forever. We are particularly pleased that the initiative attracted significant media and public attention, as this further strengthened the message of hope and support for our youngest. We will continue to develop projects that contribute to creating a community with even more solidarity,” said Bojana Knežević, Head of Marketing and Corporate Affairs at Air Serbia, speaking during the award presentation.

The awarded project was designed to give children from vulnerable families an experience they will remember for a lifetime. During the event, organised on 14th May 2025 to coincide with International Family Day, 25 children from the SOS Children's Villages' “Strengthening Families” programme flew for the first time, on an Air Serbia flight from Niš to Belgrade.

The children were given the opportunity to go through all the steps of the travel experience – from check-in and security procedures to learning about the work of Air Serbia pilots, cabin crew and engineers. Upon landing in Belgrade, they had a special tour of the airport and hangar, during which they

could see the smallest and largest aircraft in the fleet, as well as the operational facilities of the national airline.

This award in the SOCIAL category serves to confirm Air Serbia's commitment to socially responsible business practices and cooperation with organisations that improve quality of life for children and families across Serbia.



Nastavićemo da razvijamo projekte koji doprinose stvaranju solidarnije zajednice – Bojana Knežević

We will continue to develop projects that contribute to creating a community with even more solidarity ~ Bojana Knežević

STIGAO NOVI EMBRAER
NEW EMBRAER ARRIVES

JOŠ JEDAN AVION U BOJAMA ER SRBIJE / ANOTHER AIRCRAFT SPORTING AIR SERBIA LIVERY

Na beogradskom aerodromu „Nikola Tesla“ dočekan je još jedan avion tipa „embraer E-195“, čime je nastavljeno planirano proširenje i modernizacija flote. Nova letelica srpske nacionalne avio-kompanije, registarske oznake YU-ATA, proizvedena je 2015. godine i ima konfiguraciju sa 118 sedišta. – Proširenje flote i uvođenje modernijih aviona deo su naše dugoročne strategije razvoja. Na taj način jačamo operativne kapacitete i unapređujemo iskustvo putnika, povezujući Beograd sa brojnim destinacijama u Evropi i svetu. Kontinuirana modernizacija flote omogućava nam da zadržimo vodeću poziciju u regionu i obezbedimo visok nivo efikasnosti i komfora. U narednom periodu očekujemo još jedan avion istog tipa, čime ćemo dodatno povećati fleksibilnost u planiranju saobraćaja – izjavio je Jirži Marek, generalni direktor Er Srbije. Avion „embraer E-195“ pokreću dva „General Electric“ motora snage od po 18.500 lbf (82,29 kN). Letelica ima raspon krila od 28,72 metra, dužinu od 38,67 metara i maksimalnu visinu leta od 41.000 stopa, odnosno 12.500 metara. Pre nego što je stigao u Srbiju, avion je dobio novi vizuelni identitet Er Srbije, sa prepoznatljivim bojama i oznakama nacionalnog avio-prevoznika, u San Hoseu, glavnom gradu Kostarike, gde je sproveden proces farbanja i priprema letelice za ulazak u saobraćaj. Flotu Er Srbije trenutno čini ukupno 29 aviona, i to četiri širokotrupna aviona „erbas A330-200“, tri A320-200, devet A319-100, tri „embraera E-195“ i deset letelica tipa ATR 72-600. Er Srbija osnaživanjem flote potvrđuje posvećenost stalnom unapređenju svojih operacija i podizanju kvaliteta usluga, a u skladu sa širenjem mreže destinacija, povećanjem broja letova i jačanjem prisustva na tržištu.



Letačku posadu Er Srbije aviona koji je doleteo iz Kostarike za Beograd činili su kapetan Damir Maršić i kopilot Aleksandar Krstić. The Air Serbia flight crew that operated the plane from Costa Rica to Belgrade comprised captain Damir Maršić and first officer Aleksandar Krstić.

Another Embraer E-195 aeroplane has been welcomed to Belgrade Nikola Tesla Airport, continuing the planned fleet expansion and modernisation. The Serbian national carrier's new plane, with the registration code YU-ATA, was manufactured in 2015 and has a configuration with 118 seats. "Expanding the fleet and introducing more modern aircraft is part of our long-term development strategy. In this way, we boost our operational capacities and improve the passenger experience, connecting Belgrade with numerous destinations in Europe and the world. Continuous fleet modernisation enables us to retain our leading position in the region and ensure a high level of efficiency and comfort. We expect another plane of the same type in the coming period, which will further improve flexibility in planning traffic," said Air Serbia CEO Jiří Marek.

The Embraer E-195 is powered by two General Electric engines with 18,500 lbf (82.29 kN) each. It has a 28.72-metre wingspan, a length of 38.67 metres and a maximum flight altitude of 41,000 feet (12,500 metres). Prior to arriving in Serbia, this aircraft received Air Serbia's visual identity, with the recognisable colours and markings of the national carrier painted in the Costa Rican capital of San Jose. Air Serbia's fleet currently consists of 29 aircraft: four wide-body Airbus A330-200s, three A320-200s, nine A319-100s, three Embraer E-195s and ten ATR 72-600s. By strengthening its fleet, Air Serbia is confirming its commitment to constantly improving its operations and raising the quality of services, in line with destination network expansion, boosting flight frequencies and expanding its market presence.



MILIONITI LET U 2025. GODINI**ISTORIJSKI REKORD KONTROLE LETENJA SMATSA I ER SRBIJE**

Er Srbija i Kontrola letenja Srbije i Crne Gore SMATSA zajednički su zabeležili milioniti let u 2025. godini, što predstavlja istorijski rezultat u domaćem i regionalnom vazdušnom saobraćaju

Rekord je ostvaren letom Er Srbije JU 331 iz Ciriha za Beograd, 12. decembra 2025, čime je potvrđeno da nacionalna avio-kompanija ima ključnu ulogu u rastu srpskog i regionalnog vazdušnog saobraćaja, kao i da se uspešna saradnja između Er Srbije i SMATSA kontinuirano razvija u skladu sa porastom operativnih i tehnoloških zahteva savremene avijacije. Ulaskom vazduhoplova u vazdušni prostor Republike Srbije kontrolor letenja je, nakon preuzimanja istog u nadležnost, uz prigodnu čestitku informisao posadu da je upravo njihov let milioniti opsluženi vazduhoplov u nadležnosti SMATSA u 2025. godini. Pilotkinja u ulozi kapetana vazduhoplova A-319 podelila je ovu informaciju sa putnicima i obavestila ih da prisustvuju obeležavanju istorijskog rekorda.

– Velika mi je čast što sam danas predvodila posadu na milionitom letu u 2025. godini. Ova operacija nije samo broj – ona je simbol naše posvećenosti i neprekidnog napretka. Ovaj uspeh govori o poverenju putnika, trudu naših timova i sve većoj ulozi Srbije u evropskom vazdušnom saobraćaju. Kao žena kapetan, nadam se da ću ovim rezultatom i svojim radom inspirisati i nove generacije da slede svoje snove, jer naša postignuća pokazuju da se u Srbiji može graditi uspešna karijera u

vazduhoplovstvu – izjavila je Vesna Aleksić, kapetan Er Srbije.

– Zadovoljstvo je biti deo tima koji beleži istorijski rezultat. Ovaj dan je važan za SMATSA, za nacionalnog avio-prevoznika Er Srbiju, kao i za širu vazduhoplovnu zajednicu, a ujedno je potvrda da postoji kapacitet da se odgovori vrlo složenim zahtevima i potrebama korisnika naših usluga – naglasio je Slobodan Kurćubić, direktor Sektora za terminalne i aerodromske kontrole letenja.

Er Srbija je tokom 2025. godine zabeležila porast u gotovo svim ključnim kategorijama poslovanja. Do 8. decembra prevezeno je više od 4,3 miliona putnika, što predstavlja rast od 3,2% u odnosu na isti period 2024. godine, dok je ukupan broj letova porastao za 4%. Iz Beograda i ka njemu je putovalo više od 2,1 milion putnika, a broj poletanja iz glavnog grada povećan je za 4,1%.

Paralelno s rastom avio-saobraćaja, SMATSA beleži rezultate koji ih čine liderom među pružiocima usluga u regionu i svrstavaju među prvih deset provajdera u Evropi. Zajednički rezultati Er Srbije i SMATSA potvrđuju rastuću ulogu Srbije kao vazduhoplovnog čvorišta i doprinose daljem razvoju regionalnog i evropskog vazduhoplovstva.

**MILLIONTH FLIGHT IN 2025****SMATSA AND AIR SERBIA SET HISTORIC RECORD**

Air Serbia and the Serbia and Montenegro Air Traffic Services Agency (SMATSA) jointly recorded the millionth flight in 2025, representing a historic result in domestic and regional air traffic

The record-setting flight – Air Serbia flight JU 331 from Zurich to Belgrade on 12th December 2025 – confirms the key role played by the national carrier in the growth of Serbian and regional air traffic, as well as the continuous development of successful cooperation between Air Serbia and SMATSA, in accordance with the increasing operational and technological requirements of modern aviation. When the plane entered the airspace of the Republic of Serbia, the air traffic controller took charge and immediately congratulated the crew, informing them that their flight was the millionth aircraft serviced under the jurisdiction of SMATSA in 2025. The female pilot captain of the A-319 aircraft shared this news with the



Er Srbija je tokom 2025. godine zabeležila porast u gotovo svim ključnim kategorijama poslovanja. Air Serbia experienced growth in almost all key business categories in 2025

passengers and informed them that they were witnessing the reaching of a historic milestone.

"It is an immense honour for me to have led the crew on the millionth flight in 2025. This operation isn't just a number, it's a symbol of our commitment and continuous progress. This success speaks of the trust of passengers, the efforts of our teams and Serbia's increasing role in European air transport. As a female captain, I hope that this result and my work will inspire new generations to pursue their dreams, because our achievements show that a career in aviation can be built in Serbia," said Air Serbia captain Vesna Aleksić.

"It is a pleasure to be part of a team that records a historic result. This day is important for SMATSA, Air Serbia, and the wider aviation community, and confirms that there is a capacity to respond to the very complex demands and needs of the users of our services," said Slobodan Kurćubić, Head of the Terminal and Airport Flight Control Department.

Air Serbia experienced growth in almost all key business categories in 2025. By 8th December, it had transported over 4.3 million passengers, an increase of 3.2% compared to the same period of 2024, while the total number of flights increased by 4%. More than 2.1 million passengers travelled to and from Belgrade, with the number of departures from the capital increasing by 4.1%. August was the busiest month in terms of the number of flights and passengers, while 1st August became a record-setting day with 206 round-trip flights and more than 21,800 passengers in a single day. Concurrent with the growth of air traffic in the region, SMATSA has been achieving results that have ranked it among the leading air traffic control service providers in the region and among the top ten in Europe for years. The joint results of Air Serbia and SMATSA confirm the growing role of Serbia as an aviation hub and contribute to the further development of regional and European aviation.

„NA KRILIMA SNOVA“ / ON THE WINGS OF DREAMS

NASTAVLJAMO PODRŠKU INKLUZIVNOM DRUŠTVU / AIR SERBIA CONTINUES SUPPORTING SOCIAL INCLUSION

Kao nacionalna avio-kompanija, Er Srbija aktivno učestvuje u inicijativama koje doprinose jačanju zajednice i promovišu održivi razvoj. Kroz podršku likovnom konkursu Centra inkluzivna Srbija, u kojem su učestvovali učenici od 1. do 4. razreda osnovnih škola širom Srbije, kompanija je dala podsticaj stvaranju društva koje vrednuje svakog pojedinca. Prva međunarodna konferencija „Inkluzivna Srbija – izazovi i perspektive“, realizovana u saradnji sa Ministarstvom za rad, zapošljavanje, boračka i socijalna pitanja, pružila je đacima priliku da oslikaju svoj svet mašte, raznolikosti i velikih ideja. Er Srbija je pobjedniku konkursa, Nikoli Đorđeviću, učeniku 3. razreda OŠ „Jovan Jovanović Zmaj“ iz Beograda, dodelila nagradu „Na krilima snova“ – avionske karte za destinaciju po izboru.

– Podržavajući najmlađe, ulažemo u izgradnju otvorenijeg društva i verujemo da na taj način istinski gradimo podržavajuće okruženje za svako dete. Er Srbija će, kao društveno odgovorna kompanija, nastaviti da podržava inicijative koje podstiču kreativnost i inkluziju među najmlađim generacijama, verujući da na ovakav način oblikuje zajednicu u kojoj se svako dete oseća ispunjeno i vrednovano – izjavila je Bojana Knežević, viša menadžerka za marketing i korporativne poslove.

Air Serbia, as the country's national airline, participates actively in initiatives aimed at strengthening the community and promoting sustainable development. It recently encouraged the creation of a society that values every individual by supporting an art contest organised by the Inclusive Serbia Centre and involving 1st to 4th year pupils nationwide. The first international conference on inclusivity, entitled "Inclusive Serbia – Challenges and Perspectives" and organised in cooperation with the Ministry of Labour, Employment, Veterans and Social Policy, gave participating schoolchildren the opportunity to paint their own worlds of imagination, diversity and big ideas. Air Serbia awarded competition winner Nikola Đorđević, a pupil of Belgrade's Jovan Jovanović Zmaj Primary School, the prize "On the Wings of Dreams" and tickets to a destination of his choice.

"By supporting the children, we are investing in the creation of a more open society, and we believe that we are thus truly building a supportive environment for every child. As a socially responsible company, Air Serbia will continue to support initiatives that foster creativity and inclusion among the youngest generations, believing that this is a way to shape a community in which every child feels fulfilled and valued," said Air Serbia Head of Marketing and Corporate Affairs Bojana Knežević.





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KAPUTI ZA NALET DOPAMINA

Kad boja postane modni manifest zime

Negde između ledenih prstiju vetra i ranih zalazaka sunca dogodila se neočekivana, vibrantna modna pobuna: kaputi u jarkim bojama preuzeli su scenu

Zima je, već decenijama, sinonim za modnu tišinu. Meseci u kojima se stil povlači pred praktičnošću, a kombinacije svedu na paletu maglovitih, skoro nevidljivih tonova: crnu, sivu, mornarskoplavu, kamel. Nebo se stopi sa gradom, grad sa garderobom, a garderoba sa opštim osećajem „hajde da samo preživimo hladnoću“. A onda su se, tiho i neočekivano, pojavili kaputi u jarkim bojama, i to ne kao trend koji misteriozno sevne i nestane, već kao novi jezik zimskog odevanja.

Ovi kaputi nisu samo stilski izbor – oni su mikrodoza sreće, vizuelni serotonin, modni ekvivalent pesme koja vas diže iz kreveta. Dopaminsko oblačenje, ali sofisticiranije. Psihologija boja nije nov koncept u modi, ali nikada nije bio aktuelniji. U vremenu kada se sve više govori o mentalnom zdravlju i ritualima koji nas osnažuju, odeća dobija novu ulogu: nije tu samo da nas zaštiti od hladnoće već i da nas emotivno „podešava“. A malo šta to čini tako direktno kao boja.

Zamislite siv januarski dan. Sada zamislite isti dan, ali na sebi imate kaput u limun-žutoj, trešnja-crvenoj ili smaragdnozelenoj. Odjednom ste izvor svetlosti u sezoni koja se tradicionalno oblači u senke. U modnim krugovima to se više ne tumači kao ekscentričnost, već kao stilska inteligencija.

Upravo zato su jarko obojeni kaputi postali najlakši, najefikasniji način da razbijete zimsku jednoličnost. Oni ne traže mnogo: samo ga ogrnete i cela kombinacija se transformiše. Tirkiz preko sive? Sofisticirani kontrast koji deluje pariski. Narandžasti kaput preko džinsa i bele rolke? Urbani optimizam. Kobaltnoplava preko bež palete? Arhitektonska elegancija koja izgleda superiornije od bilo koje tonalne varijante. Posebno je zanimljivo što vibrantni kaput ne traži dramatične dodatke. Naprotiv – on voli jed-

Upravo je zima sezona u kojoj nam najviše treba boja. Ne zbog estetike – iako je ona neosporna – već zbog energije

Winter is actually the season when we're most in need of colour. Not because of the aesthetics — though that's undeniable — but because of the energy

FOTO: Profimedia / Te Vio / Giff Photos



nostavnost, jer tada najlepše iskoči.

Najveće modne kuće već nekoliko sezona šalju jasnu poruku: zima ne mora biti ni mračna ni monotona. Pomislite na „Valentino“ i neonsku paletu koja je redefinisala modernu eleganciju. „Balenciaga“ je ponudila kobaltne kapute kao savremene oklopne siluete, dok „Bottega Veneta“ gura smaragd i tirkiz kao novu zimsku luksuznu normu. U modnim prestonicama fotografi uličnog stila već godinama jure te eksplozije boje koje se probijaju kroz sneg, maglu i gradske refleksije. A istina je jednostavna: kamera voli boju. Baš kao i oko. Baš kao i moda koja želi da pobegne od univerzalnog, ponekad zamornog minimalizma.

Ono najlepše u ovoj priči? Jarko obojeni kaputi nisu sezonska igračka. Kada je kroj bezvremen, a materijal kvalitetan – bilo da je u pitanju kašmir, vuna, alpaka ili njihova mešavina – boja postaje vaš potpis, a ne hir. Za razliku od mnogih „statement“ komada, koji često završe zaboravljeni nakon dve sezone, vibrantan kaput se iznova vraća kao osveženje. On ima moć transformacije: čak i najjednostavniji džins i džemper pretvara u definisanu,



FOTO: Profimedia / Te Vio / Giff Photos

upečatljivu kombinaciju.

U svetu koji polako odbacuje anonimnost i poziva na individualnost, ovakav komad poručuje: „Vidite me. Radujem se. I ponosno nosim to raspoloženje“. Jarko obojeni kaputi nude malu, svakodnevnu pobunu protiv tmurnosti. Oni su modna autoafirmacija. Mali luksuz koji život čini lepšim. I zato će ostati u modnom vokabularu najbolje odevenih žena (i nekog hrabrog muškarca). Ne kao kratkotrajna pojava, već kao stalna pozivnica ka tome da se izrazimo, da usporimo i da u sezoni koja većinu tera da se sakrije – mi odlučimo da živimo u punom koloru.



Tekst / Words: **Ivan Radojčić**
Fotografije / Photography: **Profimedia.rs**



FOTO: Profimedia / Zed Jamieson / FameFlynet.uk.com / Splash.



FOTO: Profimedia / Christopher Peterson / SplashNews.com / Splash



FOTO: Profimedia / Felipe Benítez / SplashNews.com / Splash

**Kada je kroj
bezvremen, a materijal
kvalitetan, boja postaje
vaš potpis, a ne hir**

When the tailoring is
timeless and the material
is high quality, colour
becomes your personal
signature, and not a whim



FOTO: Refinada / OLIVER BORDE / Bestimage

COATS FOR BOOSTING DOPAMINE

When colour becomes a winter fashion manifesto

Somewhere between the wind's icy fingers and early sunsets, an unexpected rebellion of vibrant fashion occurs: with brightly coloured coats taking centre stage

Winter has for decades been synonymous with the silence of fashion. It is during these months that style gives way to practicality, while outfits are reduced to a palette of foggy hues that are almost invisible: black, greys, navy blue, camel. The sky melts into the city, while the city merges with the wardrobe, and the wardrobe reflects the general sentiment "let's just survive the cold". And then, quietly and unexpectedly, brightly coloured coats suddenly appeared – and not as a trend that fades mysteriously and disappears, but as a new language of winterwear. These coats aren't just a style selection — they provide a microdose of happiness, visual serotonin, the fashion equivalent of a song that compels you to rise from your bed. They are dopamine dressing, but with sophistication. Colour psychology is nothing new in fashion, but it has never been more current. In these times when there's ever more talk about mental health and empowering rituals, clothing takes on a new role: it isn't there just to protect us from the cold, but also to "calibrate" us emotionally. And few things do that as directly as colour. Imagine a grey January day. Now imagine that same day, but you're wearing a coat in the colour of lemon yellow or cherry red, or even emerald green. You've suddenly become a source of light in a season that's traditionally dressed in shadows. This is no longer interpreted as eccentricity in fashion circles, but rather as stylistic intelligence. That's precisely why coats in bright colours have become the easiest and most effective way of breaking the monotony of winter. Such coats don't require much: just put them on to transform your entire outfit. Turquoise combined with grey? A sophisticated contrast that appears Parisian. An orange coat over jeans and a white turtleneck? Urban optimism. Cobalt blue over a beige palette? Architectural elegance that appears superior when compared with any tonal variant. It is particularly interesting that a vibrant coat doesn't require dramatic accessories. On the contrary, it prefers simplicity, as that causes it to stand out the most. For several seasons already, the biggest fashion houses have been sending a clear message that winter doesn't have to be dark or monotonous. Think Valentino and the neon palette

that redefined modern elegance. Balenciaga offered cobalt blue coats as silhouettes with contemporary armour, while Bottega Veneta has pushed emerald and turquoise as the new norm of winter luxury. In the world's fashion capitals, photographers of street-style have for years been on the hunt for such explosions of colour that slice through snow, fog and urban reflections. And the simple truth is that the camera loves colour, just like the eye; just like fashion that desires to escape from the universal and often wearying minimalism.

And the best thing about this story? Brightly coloured coats aren't a seasonal toy. When the tailoring is timeless and the material is high quality — whether cashmere, wool, alpaca, or a mix — colour becomes your personal signature, and not a whim. In contrast to many statement pieces, which often end up forgotten after a couple of seasons, the vibrant coat returns time and again as a breath of fresh air. It has the power to transform: turning even the simplest jeans and jumper combination into a defined and striking blend.

In a world that's slowly rejecting anonymity and calling for individuality, such a piece says, "See me. I'm joyful. And I proudly wear that attitude". Brightly coloured coats offer a little daily rebellion against gloominess. They are self-affirming fashion; a little luxury that renders life more beautiful. And that's why such coats will remain a part of the fashion vocabulary of the best-dressed women (and the odd brave man).

Not as a fleeting phenomenon, but as a constant invitation to express ourselves, to slow down and to decide to live in full colour during a season that compels most to hide themselves away.



FOTO: Profimedia / Jose Perez / SplashNews.com / Splash



FOTO: Profimedia / Felipe Ramallos / Splash



FOTO: Profimedia / JosiahW / BACKGRID / BACKGRID USA



FOTO: Profimedia North Woods / BACKGRID / BACKGRID USA



TREESURY TOKENI

TREESURY TOKENS

ULAGANJE KOJE SE VRAĆA I VAMA I PRIRODI

U svetu koji sve glasnije traži odgovorne modele investiranja, projekat kompanije Treesury u Srbiji privlači pažnju kao inovativan spoj prirode, tehnologije i dugoročnog finansijskog rasta. Ovaj projekat ima za cilj da ulaganje u poljoprivredu, tradicionalno rezervisano za mali broj investitora, učini dostupnim široj javnosti.

Kroz primenu blockchain tehnologije i tokenizaciju realne imovine, Treesury omogućava transparentno, digitalno i dugoročno ulaganje u uzgoj lešnika. Investicioni model zasnovan je na jasnoj i jednostavnoj vezi između digitalnog i stvarnog sveta: 1 token (147 €) = 1 stablo lešnika. Na taj način investitori direktno učestvuju u razvoju održive poljoprivrede i ostvaruju pasivni prihod.

Treesury platforma nudi projektovani godišnji prinos od 11 do 15%, tokom perioda do 40 godina, bez potrebe za prethodnim iskustvom u investiranju ili poljoprivredi. Sam token ima karakter digitalne zelene obveznice i u potpunosti je regulisan Zakonom o digitalnoj imovini Republike Srbije, uz odobren Beli papir Komisije za hartije od vrednosti.

Na plantaži u Čoki već je zasađeno više od 50 hektara lešnika, a projekat od samog početka uživa podršku institucija poput Svetske banke, EBRD-a, BioSense instituta i Fonda za inovacionu delatnost. A kako stabla rastu i sazrevaju, raste i vrednost investicije, stvarajući dugoročnu korist za investitore i životnu sredinu.

INVESTMENT THAT REPAYS BOTH YOU AND NATURE

In a world that's increasingly seeking responsible investment models, Treesury's project in Serbia attracts attention as an innovative combination of nature, technology and long-term financial growth. This initiative aims to make agricultural investment – traditionally reserved for a small group of investors – accessible more broadly.

By applying blockchain technology and tokenising real assets, Treesury enables transparent, digital and long-term investment in hazelnut cultivation. The investment model is based on a clear and simple link between the digital and physical worlds: one token (€147) equals one hazelnut tree. Investors thus contribute directly to the development of sustainable agriculture, while generating passive income.

The Treesury platform offers projected annual returns of 11-15 per cent over a period of up to 40 years, without requiring prior experience in investing or agriculture. The token, which functions as a digital green bond, is fully regulated under the Law on Digital Assets of the Republic of Serbia, with its White Paper officially approved by the Securities Commission.

More than 50 hectares of hazelnut orchards have already been planted at the plantation in Čoka, and since its inception this project has enjoyed the support of institutions like the World Bank, EBRD, the BioSense Institute and the Innovation Fund. As the trees grow and mature, so does the value of the investment, creating long-term benefits for both investors and the environment.

Za više informacija skenirajte QR kod i postanite deo sledeće faze rasta Treesury zajednice!



For more information, scan the QR code and become part of the next phase of growth in the Treesury community!

hazelnut.treesury.com

Ritam grada ✈ Rhythm of the city

MAGIJA BEOGRADA / THE MAGIC OF BELGRADE

Jedan grad u deset boja One city in ten colours



FOTO: Profimedia / Mariano Garcia / Alamy

Spektar kojim prestonica oboji svaki dan, od plavih pramenova nad rekama do zlatnih zalazaka i srebrnih tonova savremene arhitekture, vodi kroz najlepše kvartove grada

Beograd je grad koji se pamti u nijansama: u odsjaju reka i toploti starog kamena, u energiji centra, ali i hladnim tonovima stakla iz novih kvartova. Ovaj vodič vam predstavlja 10 boja koje najbolje opisuju beogradski ritam, kroz lokacije na kojima ih zaista možete doživeti.

The colour spectrum that paints the capital every day – from blue strands over the rivers to golden sunsets and the silvery tones of contemporary architecture – leads us through the city's most beautiful neighbourhoods and scenes

Belgrade is a city that's remembered in its various hues: in river reflections and the warmth of old stone; in the energy of the city centre, but also in the cold tones of the glass of its newer neighbourhoods. Here we present to you the 10 colours that best describe the rhythm of Belgrade and the locations where you can really experience them.



Tekst / Words: **Jelena Pantović**
Fotografije / Photography: **Depositphotos**

U 10 boja ovaj grad otkriva sve svoje kontraste, slojeve i nezaobilazna mesta na kojima je zavoleo one koji ga posećuju

In 10 colours, this city reveals all its contrasts, layers and the obligatory places where it most easily falls in love with those who visit it

1 Plava – rečne rute

Nijansa koja Beograd čini posebnim u Evropi. Šetnja Savskim kejom, vožnja bicikla uz Dunav od Dorćola do Ušća ili pogled sa Kalemegdanske terase – svuda dominira voda. Plava je boja jutarnje magle kod Nebojšine kule, mirnih kasnih popodneva u Zemunu i istinskog beogradskog zen trenutka kada se dve velike reke spoje u jednu.

BLUE - WATERWAYS

This is a shade that makes Belgrade special in Europe. Whether you take a walk on the Sava quay, enjoy a bike ride along the Danube riverbank from Dorćol to Ušće, or take in the view from Kalemegdan's terraces — water is the dominant element. Blue is the colour of the morning mist that envelops Nebojša Tower, quiet late afternoons in Zemun and the true Belgrade zen moment when its two great rivers merge into one.

FOTO: Profimedia / PavelDudek / Alamy



3 Crvena – puls Knez Mihailove

Ova boja najbolje opisuje ritam najpoznatije beogradske ulice: energiju koraka, izloge, gradsku vrevu, zvuke uličnih umetnika i jarke fasade nekih od najlepših zgrada iz 19. veka. Crvena je i Trg republike na kojem se, između Narodnog pozorišta i muzeja, uvek nešto dešava.

RED - THE PULSE OF KNEZ MIHAILOVA STREET

This colour best describes the rhythm of Belgrade's most famous pedestrian street: the energy of steps, shop windows, urban momentum, the sounds of street artists and the bright façades of some of the most beautiful 19th century edifices. Red is also the colour of Republic Square, where – between the National Theatre and Museum – there's always something happening.



FOTO: Milanle

2 Zlatna – Kosančićev venac

Najstariji beogradski kvart na obodu tvrđave svake večeri svetli u nijansama meda. Male galerije, kamene kaldrme, zidovi tvrđave, ruševine stare Narodne biblioteke i pogled

ka Savi – sve pod zlatnim slojem zalazećeg sunca. Pravo mesto za šetnju koja spaja istoriju i estetiku, bez turističke gužve.

GOLDEN - KOSANČIĆ'S WREATH

Belgrade's oldest quarter, occupying the periphery of the fortress, is illuminated in shades of honey each evening. Small galleries, cobblestones, fortress walls, ruins of the old National Library and views of the Sava – all under the golden glow of the setting sun. This is the right place for a walk that combines history and aesthetics, without tripping over crowds of tourists.



FOTO: MIKALMITROVIC

Ivan Kosačić bio je srpski vitez, koji je prema predanju, poginuo u Kosovskom boju 1389. Ivan Kosačić was a Serbian knight who, according to tradition, died in the Battle of Kosovo of 1389



FOTO: Milan Ilić

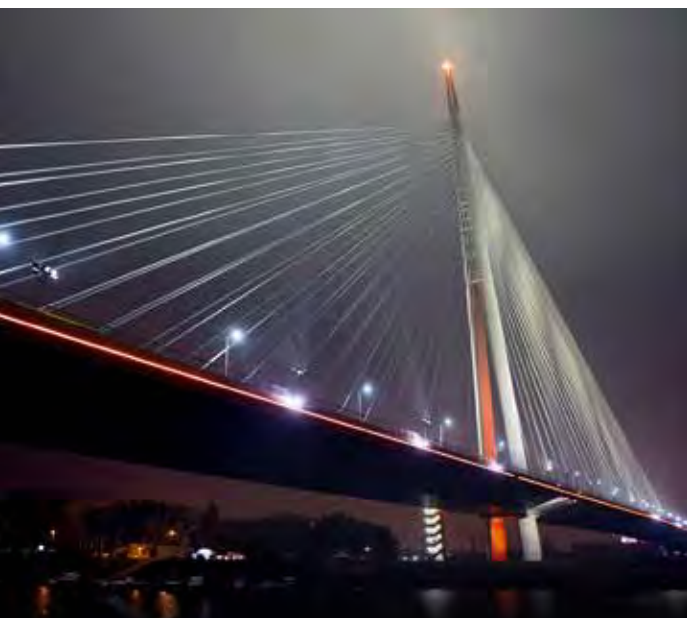
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Zelena – jedinstveni parkovi

Topčider i Košutnjak su najkласičniji izbor, ali Ušće, koje povezuje Novi Beograd i Zemun, jedan je od najvećih urbanih parkova u Evropi. Kilometri staza, travnjaci, zaklonjene oaze i pogledi na oba rečna toka nude iznenađujuću dozu smirenosti u gradu koji stalno bruji.

GREEN – UNIQUE PARKS

Topčider and Košutnjak are the classic choices when it comes to Belgrade's parks, but Ušće (The Confluence), which connects New Belgrade and Zemun, is one of Europe's largest urban parks. Kilometres of walking lanes, lawned gardens, sheltered oases and views of both river courses offer a surprising dose of serenity in a city that's constantly on the boil.



5.

Srebrna – grad na mostovima

Noćni Beograd je srebrni grad: svetla koja se presijavaju na vodi, kablovi mosta na Adi, refleksije na staklenim zgradama Novog Beograda i grada na vodi, panorame s Brankovog i Gazele koje i najobičniji prolazak čine čudesnim. Naročito upečatljiv prizor je iz pravca Zemunskog keja, gde se srebrne linije mostova savršeno uklapaju u horizont.

SILVER – CITY OF BRIDGES

Belgrade at night is a silver city: with the lights shimmering on the water, the cables of Ada Bridge, reflections on the glass buildings of New Belgrade and the Belgrade Waterfront, panoramic views from Branko's Bridge and Gazela Bridge that make even the most ordinary passing a wonder to behold. One particularly striking scene unfolds when viewing the city from the direction of the Zemun quay, where silver lines of bridges perfectly match the horizon.

FOTO: Peter Dimitrijevic
FOTO: Profimedia / BRIAN HARRIS / Alamy



6.

Bela – Kalemegdan u tišini

Sneg koji prekrije zidine tvrđave, stubove, statue, prolaze i skrivene bastione pretvara ovo mesto u potpuno drugačiji svet. Bela je boja i Saborne crkve, čije se fasade presijavaju pod zimskim nebom. Zimi je Kalemegdan najlepši – miran, dostojanstven i pun panoramskih tačaka sa pogledom na Dunav.

WHITE – TRANQUIL KALEMEGDAN

When snow covers its ramparts, pillars, statues, passages and hidden bastions, the city fortress is transformed into a completely different world. White is also the colour of the Cathedral Church, with its façades glistening under the winter sky. Kalemegdan is at its most beautiful in winter — tranquil, dignified and filled with panoramic views of the Danube.



7 Oker – dorćolska patina
Stare fasade, detalji zanatskih kuća i pejzaži iz predratnog Beograda nalaze se u njegovim uličicama: Kralja Petra, Cara Uroša, Strahinjića bana (u ranim jutarnjim satima), kao i u krugu oko Bajlonijeve pijace. Oker je boja vremena koje je ostalo na zidu – i šarma koji se ne može kopirati.

OCHRE – DORĆOL PATINA

Old façades, details of artisan workshops and scenes dating back to pre-war Belgrade can be found in its streets: Kralja Petra, Tsara Uroša, Strahinjić Bana (in the early morning hours), as well as in the area around Bajlonija Market. Ochre is the colour of the tracks of time on walls — and inimitable charm.



8 Crna – noćni život
Ne misli se samo na klubove i barove, iako njih ima na svakom koraku: od džez večeri u Cetinjskoj do andergraund događaja na Dorćolu i u Savamali. Crna je i boja podzemnih laguma u kojima se čuva vino, ali i energija beogradskog noćnog pulsa koji nikada ne posustaje.

BLACK – NIGHTLIFE

This isn't just about nightclubs and bars, though they can be found at every turn: from jazz evenings in Cetinjska Street to underground events in Dorćol and Savamala. Black is also the colour of the subterranean chambers where wine is stored, but also the energy of Belgrade's nocturnal pulse, which never falters.

9. Roze – jutra i cvetne ulice

Sačekaćemo mart i april da Beograd postane roze grad. Magnolije u Krunskoj, cvetne aleje na Neimaru i Botanička bašta, sve se presvlači u nežne nijanse. Ipak, roze je i u januaru prva svetlost koja oboji reke pre nego što grad zvanično ustane.

PINK - MORNINGS AND FLOWERY STREETS

We'll have to wait until March and April before Belgrade becomes a pink city. With the magnolias of Krunska Street, the floral alleys of Neimar and the Botanical Garden, everything changes attire to gentle shades. However, even in a frigid January, pink is the first light that colours the rivers, before the city officially rises.



10. Tirkizna – savremeni Beograd

Novi Beograd, Galerija, savremene muzejske postavke i stakleni volumen Beograda na vodi – sve su to mesta gde grad pokazuje svoju savremenu energiju. Tirkizna je refleksija novog stakla, boja reka pod svetlom i novi vizuelni potpis koji polako ulazi u beogradsku panoramu.

TURQUOISE - CONTEMPORARY BELGRADE

New Belgrade, shopping centre Galerija, contemporary museum exhibits and the voluminous glass of the Belgrade Waterfront — these are all places where the city presents its contemporary energy. Turquoise is the reflection of the new glass, the colour of the rivers under lights and a new visual signature that's slowly entering Belgrade's panorama.



SLAVIMO NAJRADOSNIJI
HRIŠĆANSKI PRAZNIK

HRIŠTOST SE RODI, VAISTINU SE RODI

Božić je jedinstvena sinteza verskog i paganskog, narodnog i crkvenog, porodičnog i nacionalnog – to je glavni zimski praznik

Mada se ne može sa sigurnošću tvrditi kada se tačno počelo s masovnim proslavljanjem Božića u Srbia, nema sumnje da su određene forme ovog praznika poštovane još u srednjem veku. Badnji dan, a osobito Badnje večer, kada čitava porodica dočekuje objavu rođenja Hristovog, momenat je kada se u slavu Sina Božjeg okupljaju i preci i potomci.

Sve počinje šestog dana januara, kada se proslavlja Badnji dan, ujedno poslednji i najstroži dan božićnog posta. Sledi Božić, a praznik traje, trpeza se ne sklanja i kuća ne čisti sve do Svetog Stefana (9. januar).

WE'RE CELEBRATING THE MOST
JOYOUS CHRISTIAN HOLIDAY

CHRIST IS BORN, TRULY HE IS BORN

Christmas is a unique synthesis of the religious and the pagan, a folk and church holiday, a family and national celebration – it is the main winter holiday

Although it cannot be confirmed with certainty precisely when the mass celebrating of Christmas began among the Serbs, there's no doubt that this holiday was observed in certain forms during medieval times. Christmas Eve, when the whole family awaits the announcing of Christ's birth, represents a point in time and space when both ancestors and descendants gather in the glory of the Son of God. It all begins on the sixth day of January, when Christmas Eve is celebrated, marking the last and strictest day of the Nativity Fast. Christmas Day follows, and the holiday continues, with the table not cleared and the house not cleaned until St. Stephen's Day (9th January).



FOTO: Profimedia / Dejan Ilic / Alamy

Za razliku od hrišćana, koji Božić slave po gregorijanskom kalendaru 25. decembra, pravoslavni vernici rođenje Isusa Hrista po julijanskom kalendaru praznuju 7. januara

Unlike other Christians, who celebrate Christmas on 25th December, according to the Gregorian calendar, Orthodox believers celebrate the birth of Jesus Christ on 7th January, according to the Julian calendar

BADNJAK

6. JANUAR / 6TH JANUARY

Christmas day

FOTO: Profimedia / Dejanlic / Alamy

Svake Badnje večeri se ispred crkava širom Srbije okupljaju ljudi da učestvuju u ritualu paljenja badnjaka

People gather in front of Churches throughout Serbia on Christmas Eve to participate in the ritual of burning the Badnjak Yule oak

VELIČANSTVENI HRAST I NJEGOVE ISKRE

Po hrišćanskim shvatanjima, badnjak je simbol drveta koje su pastiri doneli u Vitlejemsku pećinu. U njoj je rođen Isus, a grane je Josif založio da ugrije njega i Bogorodicu Mariju. S druge strane, etnolozi i antropolozi podsećaju na to da je poštovanje svetog drveta mnogo starije. Odnosno, da se samo nadovezuje na prastare staroslovenske običaje povezane sa poštovanjem kulta sunca, kada se božanstvo, otelotvoreno u liku hrasta, spaljuje u krugu ognjišta da bi iz vatre ponovo oživelo. Tako i spaljivanje svetog hrasta badnjaka usred zime, doba kad priroda prividno umire, nije čin uništenja, već nagoveštaj ponovnog rođenja sveta koji najavljuju duše svetih predaka. Badnji dan počinje kada domaćin s najstarijim sinom odlazi da na ritualni način odseče mlado hrastovo drvo, ali se badnjak ne unosi u kuću pre večeri. Nakon što izabere odgovarajuće drvo, domaćin se okrene ka istoku, prekrsti se i pomoli Bogu, uzme sekiru i iz trećeg puta odseče badnjak. Običaj je da ga u dom unese uveče, uz reči: „Srećno vam Badnje večer“, pritom kvaćući kao kvočka, dok ga domaćica, praćena decom, koja pijuću kao pilići, zasipa žitom, novčićima i voćem iz sita. Nakon večere se celiva i pali na ognjištu kao jedinstveni simbol ognja koji će roditi novo, večno svetlo. Deca džaraju zapaljen badnjak kako bi se formiralo što više iskrica, koje simbolizuju dobro zdravlje, veliko potomstvo, dobar rod i svako drugo blagostanje.

Vrsta hrasta poznata kao cer najčešće se koristi za badnjak / The Quercus cerris, known as the cer, is most often used for Badnjak

THE MAJESTIC OAK AND HIS SPARKS

According to Orthodox Christian concepts, the Badnjak yule oak symbolises the tree that shepherds brought to the Bethlehem cave stable where Jesus was born and Joseph burned the branches to warm the newborn Christ and the Virgin Mary. Alternatively, ethnologists and anthropologists note that respect for this sacred tree is a much older tradition and that the Christian custom is only an extension of ancient Slavic customs linked to the cult of the sun, when the divine, embodied in the form of an oak, was burned in the circular hearth in order to be reborn

out of the fire. Similarly, the burning of the holy Badnjak Yule Oak in midwinter, during the period when nature seemingly dies, is not an act of destruction, rather an indicator of the rebirth of the world that's announced by the souls of holy ancestors.

Christmas Eve morning begins when the head of the household and his eldest son head outside to ritually cut down a young oak tree, but the Badnjak isn't brought into the house until the evening. After selecting a suitable tree, the head of the household turns eastwards, crosses himself and prays to God, takes an axe and fells the oak with three strokes. It is customary to carry it into the home with the words "Happy Christmas Eve to you all", while

clucking like a hen, and in the meantime the lady of the house scatters grains, coins and fruit from a sieve, accompanied by the children, who tweet like chicks. After dinner, it is kissed and burned in the fireplace as a unique symbol of fire that will give birth to a new, eternal light. The children briskly shake the burning Badnjak in order to form as many sparks as possible, which symbolise good health, many descendants, good crop yields and all other blessings.

BOŽIĆ Christmas

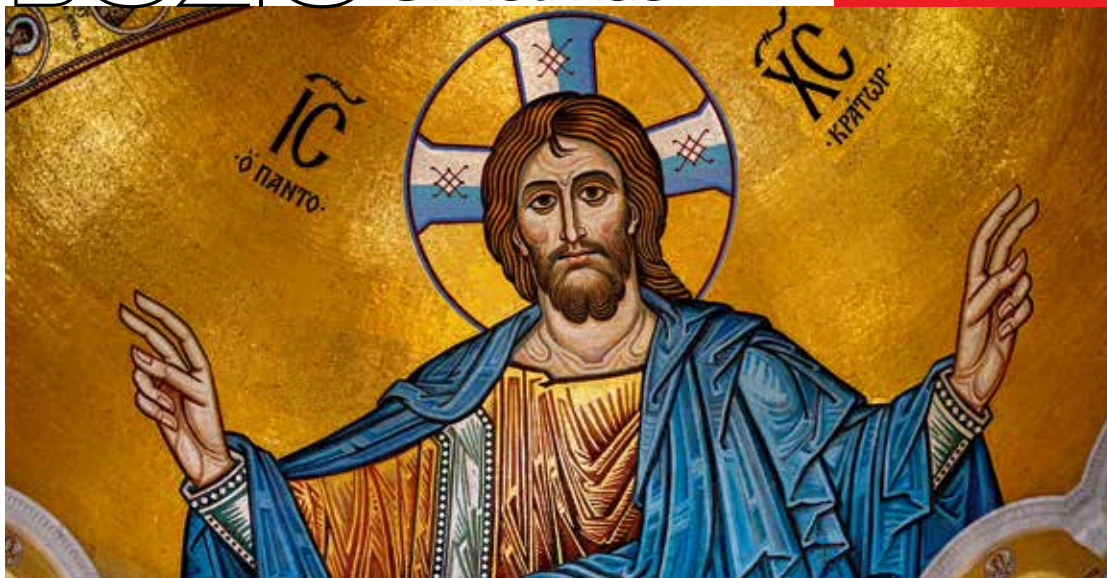
7. JANUAR / 7TH JANUARY

FOTO: Depositphotos

POLOŽAJNIK
DONOSI SREĆU

U noći između Badnjeg dana i Božića deci posebnu radost donosi Božić Bata. Pre spavanja u prozore stavljaju svoje čizmice, u kojima će im u toku noći ostaviti poklone. Rano ujutru, na Božić, na pravoslavnim hramovima zvone zvona najavljujući dolazak velikog praznika. Domaćica ustaje pre svih i pravi pogaču, koja se zove česnica, pa u nju stavlja novčić. Ljudi se pozdravljaju rečima: „Hristos se rodi!“ i otpozdravljaju: „Vaistinu se rodi!“ Zatim u kuću dolazi položajnik, koji upućuje lepe želje domu i ukućanima, a domaćica ga daruje pripremljenim poklonom. Položajnik simbolizuje mudrace sa istoka, koji su, prateći zvezdu, došli da se poklone novorođenom Isusu. Veruje se da je položajnik osoba koja će cele godine donositi sreću u kuću. Ukućani potom čestitaju jedni drugima Božić i sedaju za mrsnu, bogatu trpezu, na kojoj se, osim česnice, nalaze razne đakonije. Sa proslavljanjem Božića povezana su još neka narodna verovanja. Trebalo bi da se pomire svi oni koji su tokom godine bili u svađi, da se posle ručka simbolično započne neki posao kako bi ljudi cele godine bili vredni, a praznik se proslavlja u krugu porodice.

**Na Božić ujutro,
pre svitanja,
zvone sva zvona
na pravoslavnim
hramovima / On
Christmas morning,
before dawn, all the
bells in the Orthodox
churches ring**

THE 'POSITION
HOLDER' BRINGS LUCK

During the night between Christmas Eve and Christmas Day, special joy is brought to children by the character of Božić Bata (Christmas Brother). They place their boots on the windowsill before heading to bed, and Božić Bata fills them with gifts during the night. Early on the morning of Christmas Day, the bells of Orthodox churches ring out to announce the arrival of the great holiday. The lady of the house

risers first and bakes a special Christmas bread loaf called česnica, in which she places a coin. The people greet each other with the words "Christ is born!" and the response "Truly he is born!". The first guest, known as the položajnik, meaning position holder, then arrives at the house and offers positive wishes for the home and the household, while the lady of the house presents him with a gift prepared in advance. The položajnik symbolises the three wise men, who came to worship the newborn Jesus by following a star from the East. It is believed that the položajnik is a person who brings good luck to the house throughout the year ahead. The members of the household then formally exchange Christmas

greetings and sit down to a rich, non-Lenten feast that includes, in addition to the česnica bread, roasted meats and various other treats. The celebration of Christmas is linked to some other folk beliefs. For instance, all those who've quarrelled during the year should reconcile, some work should be started symbolically after Christmas lunch in order to ensure the people will be diligent throughout the year, and the holiday is celebrated in the circle of the immediate family.

ČESNICA

Česnica



FOTO: Depositphotos / Milen Guoc

SRCE BOŽIĆNE TRADICIJE

Kod pravoslavnih Srba ništa ne simbolizuje Božić tako kao česnica, obredni hleb koji se lomi tokom božićnog doručka. Ona je srce praznika, kolač koji s nestrpljenjem očekuju svi okupljeni oko svečane trpeze 7. januara.

Reč je o drevnom obrednom hlebu, kakav su ljudi od pamтивека prinosili kao žrtvu bogovima da bi obezbedili blagostanje, napredak, a pre svega plodnost useva od kojih su živeli. Iako je u osnovi reč o okruglom hlebu od belog brašna, česnica, metaforično, ima hiljadu lica, u zavisnosti od tradicije svakog pojedinog kraja Srbije ili dela sveta u kojem Srbi žive.

U ne tako davna vremena, kada je većina srpskog stanovništva živela na selu, česnicu su mesili muškarci, ratari. Verovalo se da od nje zavise usevi, pa su je u procesu pripreme pratili naročiti rituali. Uvek se koristila voda s bunara i izvora izvađena u rano jutro na Božić.

Samo ime ovog obrednog kolača je slovenskog porekla i dolazi od pojma čest – deo, udeo, što ukazuje na tradiciju deljenja kolača na onoliko komada koliko je onih koji prisustvuju obredu. Česnica se nikada ne seče već se lomi rukama. Nekada su je lomili samo muškarci, a najstariji među njima je opredeljavao koje parče ide kome od ukućana. Tada je česnica, u koju se danas stavlja samo novčić, pravičnija sa mnogo takozvanih belega, odnosno malih objekata koji simbolizuju useve i seoske poslove. Kada domaćin podeli česnicu, svako bi proveravao šta je u svom delu kolača dobio i tako je znao koji će poslovi biti u njegovoj nadležnosti do sledećeg Božića.

U nekim krajevima Srbije česnica se mesi od beskrvasnog testa, tek s malo soli i ulja, dok se drugde obogaćuje mlekom, jajima i kvascem. U nekim se kućama pak pravi kao slatka pita s medom i orasima.

Ovaj kolač sa nestrpljenjem očekuju svi okupljeni oko trpeze 7. januara / This breadcake is eagerly awaited by all those gathered for the feast of 7th January

THE HEART OF THE CHRISTMAS TRADITION

Nothing symbolises Christmas among Orthodox Serbs like the česnica, a ritual bread that's broken during breakfast on Christmas Day. It is the heart of this holiday, a special breadcake that's eagerly awaited by all those gathered for the festive feast of 7th January.

This is the kind of ancient ritual bread that people have been offering as a sacrifice to the gods since time immemorial, to ensure their prosperity, progress and, above all, the fertility of the crops on which they depended. Although it is essentially just a round bread made from white flour, the česnica has a thousand metaphorical faces, depending on the tradition of each individual region of Serbia or part of the world where Serbs live. In the not-so-distant past, when the majority of Serbs lived in rural areas, the česnica was kneaded and baked by men, specifically crop farmers. It was believed that the success of crops depended on this loaf, so the preparation process included specific rituals. They would always use water drawn from wells and springs early on the morning of Christmas Day.

The name of this ritual loaf is of Slavic origin and comes from the term čest – meaning part or share, which points to the tradition of sharing the loaf among all those participating in the ceremony. The česnica is never cut, but rather broken by hand. In bygone times it was broken exclusively by men, with the oldest among them deciding which piece would go to which member of the household. Back then, the česnica, which today contains only a single coin, was made with many so-called markers inside, i.e., small ornamental elements symbolising crops and traditional rural tasks. When the head of the household handed out the pieces of this bread, everyone would check to see what their piece contained and would thus discover which jobs would be their responsibility until the next Christmas.

The česnica is baked from unleavened dough in some parts of Serbia, with just a little salt and oil, while elsewhere it is enriched with milk, eggs and yeast. In some Serbian households it is even made as a sweet cake, with honey and walnuts.

19. JANUAR / 19TH JANUARY

The epiphany BOGOJAVLJENJE

NEBO ISPUNJAVA ŽELJE

Bogojavljenje proslavlja događaj koji se desio neposredno nakon što je Sveti Jovan Krstitelj krstio Isusa Hrista u reci Jordan. Prema predanju, u bogojavljenjskoj noći se otvorilo nebo i Sveti Duh je sišao u obliku golubice na Isusa Hrista, kada se sa neba čuo glas Boga: „Ovo je Sin moj ljubljani, koji je po mojoj volji“. I upravo zato svi na bogojavljenjsko večer treba da zamislimo želju, pa u ponoć pogledamo u nebo i poželimo da se ona ostvari. Bogojavljenje se obeležava 19. januara i to je fiksni praznik, odnosno ne menja se iz godine u godinu. Na Krstovdan, uoči Bogojavljenja, kao i na sam praznik, posle liturgije, vrši se veliko osvećenje vode u hramu ili u porti. Ta voda se uzima i nosi kući. Čuva se kao čudotvorna dragocenost.

Devojkama bi
ogledalce pod
jastukom moglo
da pomogne da
vide svog budućeg
muža / A small
mirror placed under
a pillow could help
girls see their future
husbands

HEAVEN GRANTS WISHES

The Epiphany celebrates an event that occurred immediately after John the Baptist baptised Jesus Christ in the River Jordan. According to tradition, the skies opened on the night of the

Epiphany and the Holy Spirit descended to Jesus Christ in the form of a dove, and the voice of God could be heard from heaven: "This is my beloved Son, in whom I am well pleased". And that's precisely why we should all think of a wish on Epiphany eve, then look to the sky at midnight and wish for it to come true.

The Epiphany is celebrated on 19th January as a fixed holiday, meaning the date doesn't change from year to year. On the date of the Elevation of the Holy Cross, during the build up to the Epiphany, but also on the holiday itself, after the liturgy, a great blessing of water takes place in the temples or churchyards. That water is collected, taken home and kept as a miraculous, sacred treasure.



FOTO: Nenad Bozovic

Plivanje za krst

Najpoznatija posebnost Bogojavljenja jeste plivanje za Časni krst, koje se organizuje širom Srbije. Iako je napo-
lju obično veoma hladno, skupina hrabrih i smelih pojedina pliva za krst. Zapravo je u pitanju drevni običaj starih Slovena koji su odnosili svoje idole iz domova i hramova na reku i kupali ih, što se očuvalo nakon pokrštavanja u obliku plivanja za krst i pranja ikona za Jovanjdan.

SWIMMING FOR THE HOLY CROSS

The most famous element of the Epiphany is swimming for the Holy Cross, which is organised across Serbia. Despite it usually being extremely cold outside, a gathering of brave and bold individuals swim for the cross. This is actually an ancient custom of the Old Slavic peoples, who would take their idols from their homes and temples to the river to wash them, which was preserved after conversion to Christianity in the form of swimming for a cross and washing icons on the holiday of St. John.

20. JANUAR / 20TH JANUARY

Saint John SVETI JOVAN



KRŠTENJE ISUSOVO

Pravoslavni vernici 20. januara slave Jovanjdan, jer se veruje da je tada Sveti Jovan Krstitelj na reci Jordan krstio Hrista. Rođen je šest meseci pre Hrista i zato je nazvan Preteča, jer je ljude pripremao za dolazak Spasitelja. Bio je takve moralne čistote da se pre mogao nazvati anđelom nego smrtnim čovekom. „Šta treba da radimo pa da zadobijemo milost Božju?“, pitali bi, a Jovan bi im govorio: „Ko ima dve

haljine, neka jednu dade onome ko nema nijednu, a ko ima dosta hrane, neka podeli onome ko nema nimalo“. Poput mnogih hrišćana koji su stradali na putu Gospodnjem, i Sveti Jovan je posećen u vreme cara Iroda. Ostao je primer čvrste i nepokolebljive vere, poštenja, odvažnosti i istinoljubivosti. Sveti Jovan je jedna od najpopularnijih slava u Srbiji – po broju svečara nalazi se na četvrtom mestu.

JESUS'S BAPTISM

Orthodox believers celebrate the Feast of Saint John the Baptist on 20th January, as it is believed that it was then that he baptised Christ in the River Jordan. He was born six months before Christ, which is why he was called the Forerunner, as he prepared people for the coming of the Saviour. He had such moral purity that he could be referred to as being more of an angel than a mortal man.

“What should we do to gain the grace of God?” asked the people. And John answered them: “Anyone who has two shirts should give one to he who has none, and whoever has plenty of food should share with he who has little”. Like many Christians who suffered on the path of the Lord, John the Baptist was beheaded during the reign of Emperor Herod. He remains as an example of rock solid and unwavering faith, honesty, courage and truthfulness. Saint John is one of the most popular family patron saints' days in Serbia – ranked fourth in terms of the number of Slava celebrants.

Smatra se poslednjim prorokom Starog zaveta i prvim koji je prepoznao Isusa kao Spasitelja / He is considered the last prophet of the Old Testament and the first to recognise Jesus as the Saviour

27. JANUAR / 27TH JANUARY

SAVINDAN Saint Sava

S LJUBAVLJU SVETITELJU SAVI

Dan Svetog Save je praznik Srpske pravoslavne crkve koji se slavi 27. januara, a kojim se obeležava uspomena na princa dinastije Nemanjića, srpskog prosvetitelja i prvog arhiepiskopa srpskog. Na ovaj dan 27. januara (14. po starom kalendaru), Sveti Sava se upokojio 1236. godine, u gradu Trnovu u Bugarskoj. Početkom 19. veka je spevana čuvena Himna Svetom Savi, a zakonom iz 1840. njegov praznik postaje školska slava u Srbiji.

Rođen je 1175. godine kao Rastko Nemanjić, najmlađi sin velikog župana Stefana Nemanje, i Ane Nemanjić, kćerke carigradskog imperatora Romana. Još kao dete redovno je prisustvovao crkvenim službama, a ikone su ga posebno zanimala. Kada mu je bilo 17 godina, upoznao je jednog monaha i s njim se ubrzo uputio ka manastiru Svetog Pantelejmona na Svetoj Gori, napustivši očevu kuću. U tom manastiru se zamonašio 1192. godine, kada je i dobio ime Sava.

Početkom 13. veka Sava je postao đakon i sveštenik Hilandara, a zatim i arhimandrit u Solunu. Godine 1219. ekumenski patrijarh je na dvoru Vizantijskog carstva, u Nikeji, Savu proglasio prvim srpskim arhiepiskopom. Zahvaljujući njemu, Srpska pravoslavna crkva je postala autokefalna, tj. samostalna. Kralj Vladislav je prebacio mošti Svetog Save u manastir Mileševa, negde oko 1237. godine, ali su ih Osmanlije (tačnije Sinan-paša) 1595. godine spalile na Vračaru u Beogradu. Na tom mestu se danas nalazi jedna od najvećih pravoslavnih crkava na svetu – veličanstveni Hram Svetog Save.

Sveti Sava je jedna od najznačajnijih ličnosti u istoriji srpskog naroda. Bio je ključan u uspostavljanju Srpske pravoslavne crkve / Saint Sava is one of the most significant figures in the history of the Serbian people. He was instrumental in establishing the Serbian Orthodox Church



FOTO: Depositphotos

WITH LOVE FOR SAINT SAVA

The Feast of Saint Sava is a Serbian Orthodox Church holiday celebrated on 27th January and commemorating this prince of the Nemanjić dynasty, Serbian educator and first Serbian archbishop. It was on the date of 27th January (14th according to the Julian calendar) in the year 1236 that Saint Sava passed away in the Bulgarian city of Trnovo. The famous Hymn to Saint Sava was first sung in the early 19th century, while his feast became a school holiday in Serbia according to an 1840 law.

Born as Rastko Nemanjić in 1175, he was the youngest son of the Great Prefect Stefan Nemanja and Ana Nemanjić, daughter of Byzantine Emperor Romanus. As a child he would regularly attend church services, taking a particular interest in icons. He met a monk at the age of 17 and soon afterwards left his father's house and accompanied the monk to Saint

Panteleimon Monastery on Holy Mount Athos. It was there that he became a monk in 1192, receiving the name Sava. Sava became a deacon and priest of Hilandar Monastery at the beginning of the 13th century, then an archimandrite in Thessaloniki. It was in 1219 that the Ecumenical Patriarch at the court of the Byzantine Empire in Nicaea proclaimed Sava the first Serbian archbishop. It is thanks to him that the Serbian Orthodox Church became autocephalous, i.e. independent.

He died in Trnovo on 27th January 1236 and King Vladislav transferred his relics to Mileševa Monastery sometime around 1237, but the Ottomans (more precisely Grand Vizier Sinan Pasha) burned them in 1595 on the Vračar plateau in Belgrade. That spot is today occupied by one of the world's largest Orthodox churches – the magnificent Temple of Saint Sava.



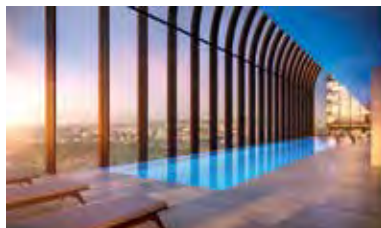
DELTA DISTRICT

INVESTICIJA SVETSKOG FORMATA U SRCU BEOGRADA

Beograd se poslednjih godina profilisao kao jedno od najdinamičnijih tržišta nekretnina u jugoistočnoj Evropi, privlačeći sve veći broj međunarodnih investitora. U tom kontekstu izdvađa se Delta District, projekat kompanije Delta Real Estate, koji u prestonicu donosi jedinstvenu brendiranu rezidenciju, uz povratak prestižnog hotelskog brenda InterContinental, nakon gotovo dve decenije.

PRILIKA ZA ULAGANJE SA RASTUĆOM VREDNOŠĆU

U Bloku 20, u poslovnoj zoni Novog Beo-



grada, Delta District objedinjuje rezidencijalne i poslovne kule i hotel InterContinental u jedinstvenu urbanu celinu. Apartmani su opremljeni prema najvišim svetskim standardima – Veneta Cucine kuhinjama i Gaggenau uređajima, ugradnim walk-in ormarima i potpuno opremljenim kupatilima sa mogućnošću personalizacije enterijera. Projekat je u fazi aktivne izgradnje i već je dostigao 70 metara visine, potvrđujući sta-

bilnu dinamiku realizacije i dugoročni investicioni potencijal, koji dodatno osnažuju kredibilitet Delta Holdinga i globalno iskustvo brenda InterContinental.

LUKSUZ U FUNKCIJI SVAKODNEVICE

Direktna povezanost sa hotelom InterContinental omogućava rezidentima pristup ekskluzivnim sadržajima – wellness i spa centru, infinity bazenu na 20. spratu i restoranima sa panoramskim pogledom. Kompleks dodatno obogaćuju Piazza sa pažljivo odabranim sadržajima, kao i privatna teretana, bioskop, Play & Chill lounge i dečja igraonica, osmišljeni tako da luksuzno iskustvo postane deo svakodnevice.

ODRŽIVOST U FOKUSU

Delta District je projektovan u skladu sa međunarodnim standardima LEED i WELL, sa fokusom na dugoročnu održivost i kvalitet boravka. Primena geotermalnih sondi, solarnih panela i sistema za rekuperaciju vazduha potvrđuje da luksuz i održivost mogu ići ruku pod ruku.

Za one koji grad sagledavaju iz nove perspektive, ali i za one koji u njemu biraju da žive ili investiraju, Delta District predstavlja adresu koja objedinjuje luksuzan način života i investiciju svetskog formata u srcu Beograda.

DELTA DISTRICT

A WORLD-CLASS INVESTMENT AT THE HEART OF BELGRADE

In recent years, Belgrade has emerged as one of the most dynamic real estate markets in Southeast Europe, attracting a growing number of international investors. Within this context, Delta District stands out as a flagship project of Delta Real Estate, bringing a unique branded residential concept to the capital, alongside the return of the prestigious InterContinental hotel brand after nearly two decades.

AN INVESTMENT OPPORTUNITY WITH GROWING VALUE

Located in Block 20, within New Belgrade's prime business district, Delta District integrates residential and office towers with the InterContinental hotel to form a single, cohesive urban development. The apartments are finished to the highest



international standards, featuring Veneta Cucine kitchens with Gaggenau appliances, built-in walk-in wardrobes, and fully equipped bathrooms with customisation options. The project is currently under active construction and has already reached a height of 70 meters, demonstrating steady progress and strong long-term investment

potential, further reinforced by the credibility of Delta Holding and the global expertise of the InterContinental brand.

LUXURY DESIGNED FOR EVERYDAY LIFE

Direct connectivity with the InterContinental hotel gives residents access to exclusive amenities, including a wellness and spa centre, an infinity pool on the 20th floor and restaurants with panoramic city views. Additional features include a curated Piazza, private gym, cinema, Play & Chill lounge, and a children's playroom - designed to make refined living part of everyday life.

SUSTAINABILITY AT THE CORE

Delta District is designed in accordance with international LEED and WELL standards, with a strong focus on long-term sustainability and quality of living. The use of geothermal probes, solar panels, and air heat recovery systems confirms that luxury and sustainability can go hand in hand.

For those who view the city from a new perspective, as well as for those who choose it as a place to live or invest in, Delta District represents an address defined by high-class living and world-class investment at the heart of Belgrade.

Efikasna elegancija švajcarske metropole

Bilo da tražite luksuznu kupovinu, restorane sa „Mišlenovom“ zvezdicom, opuštanje uz jezero ili skrivene lokalne dragulje, Cirihih nagrađuje znatiželju



FOTO Depositphotos

Cirihih je najveći grad Švajcarske, ali više liči na skup malih sela nego na veliku metropolu. Njegov šarm leži u kontrastima: uredan centar stoji pored srednjovekovnog Starog grada, sjajna obala jezera prelazi u šumovite brežuljke, dok globalni finansijski kvart postoji samo nekoliko minuta hoda od lokalnih kafića u kojima se komšije okupljaju na kafi.

Grad je kompaktan i pogodan za pešačenje, što omogućava jednostavno kretanje između četvrti sa različitim karakteristikama. Stari grad (Altstadt) lavirint je kaldrmisanih ulica i vekovima starih crkava. Šetnja njegovim ulicama vodi do maštovitih butika, nezavisnih čokoladnica i barova koji deluju kao

da su iz drugog vremena. Bahnhofstrasse, jedna od najpoznatijih trgovačkih ulica na svetu, nudi luksuzne butike, švajcarske proizvođače satova i svetske brendove – kosmopolitska atmosfera savršena za razgledanje ili malu kupovinu. Seefeld, četvrt uz obalu jezera, idealna je za jutarnje šetnje, biciklizam ili čaj uz pogled na labudove i Alpe u daljini. Na severnoj strani reke Limmat, Kreis 4 i Kreis 5 su centri savremene umetnosti, dizajnerskih ateljea i noćnog života, pa dodaju kreativnu energiju i mladački duh uz već uspostavljene rafinirane karaktere Ciriha.

Grad je bogat i kulturnim znamenitostima. Grossmünster i Fraumünster dominiraju horizontom Starog grada, njihove kule vidljive su iz gotovo svake

tačke u gradu. Šetnja Limmatquai promenadom pored reke pruža miran uvid u grad i mogućnost spontanog skretanja u galerije, knjižare ili prodavnice specijaliteta. Za moderniji uvid posetite The Dolder Grand, arhitektonsku znamenitost sa panoramskim pogledom na jezero i Alpe. Tramvajski sistem Ciriha omogućava lako kretanje između ovih četvrti. U roku od jednog sata možete stići od kafića uz jezero do istorijskih crkava, šik prodavnica i barova na krovovima. Uprkos svojoj efikasnosti, Cirihih je pun iznenađenja ako ga istražujete pešice.

GDE ODSESTI

Baur au Lac

Hotel sa pogledom na jezero i privatni park, koji dočekuje putnike već više od 175 godina. Sobe su prostrane, mirne i klasično uređene, sa modernim sadržajima. Restoran „Pavillon“ idealan je za posebnu večeru, dok je lobi kafe odličan za jutarnje posmatranje buđenja grada.

Mandarin Oriental, Savoy Zürich

Smešten na Bahnhofstrasse, kombinuje moderan dizajn sa praktičnom lokacijom. Sobe su minimalističke i elegantne, dok krovni bar „1838“ pruža panoramski pogled na grad i jezero.

GDE JESTI

Zunftthaus zur Waag

Istorijska kuća koja služi tradicionalna švajcarska jela. Zürcher Geschnetzeltes (teleće meso u sosu od pavlake) sa rōsti krompirom je obavezno, uz lokalno belo vino ili blago pivo.

NENI

U NENI-ju sve pulsira, sve brui, sve miriše. Mirisi dolaze sa svih strana: tahini, pečeni patlidžan, sumak, limun, kumin, tečna sunčanost bliskoistočne kuhinje u sred Ciriha. Konobari su



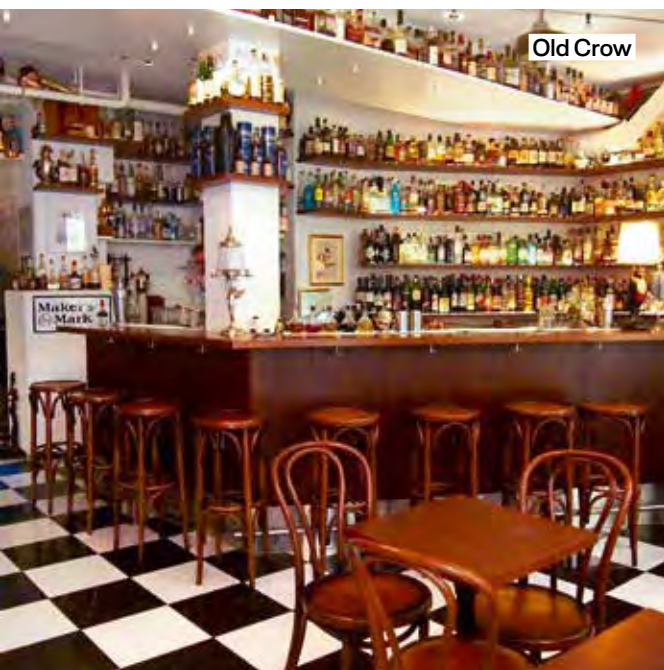
Tekst / Words: **Ivan Radojčić**
Fotografije / Photography: **Unsplash**

Otkrijte
autentičan deo
istorije Ciriha i
pustite da vas
inspiše ova
kuća koja postoji
od 1636. godine

Discover an
authentic piece
of Zurich history
and let yourself
be inspired by
this house dating
back to 1636



Zunfthaus zur Waag



Old Crow



Neni

brzi, nasmejani, energični. Hrana sti-
že u tanjirima za deljenje, jer restoran
podseća na to da hrana nije ceremoni-
ja, već radost.

Sprüngli

Poznata ciriška poslastičarnica.
Idealno mesto za Luxemburgerli maka-
roni ili čokolade, uz jutarnju kafu.

GDE NAZDRAVITI

Widder Bar

Koktel karta je mala književnost.
Naručiti piće ovde je akt poverenja – jer
barmen izgleda kao da zna nešto o va-
ma što vi još ne znate. Njihov „Old Fas-



Baur au Lac

hioned“ je od onih koji ti objasne zašto
je klasika klasika. Jer u „Widder Baru“
se ne pije brzo. Ovde se živi sporije.

Old Crow

Neupadljiva fasada, skoro skrive-
ni ulaz – kao da se Cirihi pravi da ovog
mesta nema. Ali čim ste unutra: zi-
dovi od cigle, boce poredane kao re-
likvije, barmeni koji se kreću kao da
plešu. Stotine vrsta viskija, ruma, dži-
na, svega što ponekad deluje previše
moćno da se popije. Ali „Old Crow“ je
bar za razgovore koji počinju slučaj-
no, a završavaju kao priča koju dugo
prepričavate.



Mandarin Oriental

Swiss metropolis of efficient elegance

Whether you're seeking luxury shopping, Michelin-starred restaurants, lakeside relaxation or hidden local gems, Zurich is a city that rewards curiosity

Zurich is Switzerland's largest city, yet it is more reminiscent of a collection of small villages than a major metropolis. Its charm lies in contrasts: a neat and orderly city centre alongside the medieval Old Town; a brilliant lakeside that gives way to wooded hills; and a global financial district that's just a few minutes' walk away from the local cafés where neighbours gather to drink coffee. The city is compact and walkable, which enables visitors to move easily between neighbourhoods that have different characteristics. The Old Town (Altstadt) is a maze of cobblestone alleys and churches that date back centuries. Strolling its streets reveals imaginative boutiques, independent chocolatiers and bars that look like they're from some bygone time. Bahnhofstrasse, one of the world's most famous shopping avenues, is home to luxury boutiques, Swiss watchmakers and global brands — its cosmopolitan atmosphere makes it the perfect spot for sightseeing or a little shopping. The lakeside district of Seefeld is ideal for morning walks, cycling or sipping tea while enjoying the view of swans and

the Alps rising in the distance. To the north of the river Limmat are the districts of Kreis 4 and Kreis 5, which represent hubs of contemporary art, design studios and nightlife, adding creative energy and youthful spirit to Zurich's refined character.

The city also boasts a wealth of cultural sights. The churches of Grossmünster and Fraumünster dominate the Old Town's skyline, the towers of which are visible from almost every point in the city. A walk along the riverside Limmatquai promenade offers serene views of the city, but also the possibility of spontaneously touring galleries, bookshops or specialised shops. For more modern views, visit the Dolder Grand Hotel, an architectural landmark that offers panoramic views of the lake and the Alps. Zurich's tram system allows easy movement between all of these districts. You need less than an hour to travel from lakeside cafes to historic churches, chic shops and rooftop bars. And despite all its efficiency, Zurich is still full of surprises for those exploring it on foot.

WHERE TO STAY

Baur au Lac

This hotel that overlooks the lake and has its own private park has been welcoming travellers for more than 175 years. Its rooms are spacious, quiet and classically decorated, but also equipped with modern facilities. The Pavillon Restaurant is ideal for special dinners, while the lobby café is excellent for watching the city come to life in the early morning hours.

Mandarin Oriental Savoy

Located on Bahnhofstrasse, this luxury hotel combines a modern design with a

convenient location. The rooms are minimalist and elegant, while the rooftop bar 1838 offers panoramic views of the city and the lake.

WHERE TO EAT

Zunft Haus zur Waag

This historic eatery serves traditional Swiss dishes. One must is its Zürcher Geschnetzeltes (veal in a creamy sauce) with potato rösti, accompanied by a local white wine or light beer.

NENI

Everything at NENI pulses, bubbles and is aromatic. And its aromas come from all corners: tahini, roasted aubergine, sumac, lemon, cumin, representing the liquid sunshine of Middle Eastern cuisine at the heart of Zurich. The staff are fast, cordial and energetic. The food arrives on sharing plates, because this restaurant reminds us that food isn't a ceremony, but a joy to be shared.

Sprüngli

This famous Zurich confectioner is the ideal spot to try Luxemburgerli macarons or chocolates alongside your morning coffee.

WHERE TO RAISE A TOAST

Widder Bar

The cocktail menu is a small work of literature. Ordering a drink here is an act of trust — because the bartender appears to know something about you that you don't yet know yourself. Its Old Fashioned cocktail is one of those that explains why a classic is a classic, because one doesn't drink fast at the Widder Bar, where life moves slowly.

Old Crow

An unremarkable façade and an almost hidden entrance — as though Zurich is pretending this place doesn't exist. However, as soon as you enter, you're exposed to brick walls, bottles lined up like relics and bar staff who move like they're dancing. It boasts hundreds of different types of whiskey, rum, gin — everything that sometimes seems too powerful to drink. But the Old Crow is a bar for conversations that start accidentally and end like a story that you're recounting.



NEW MINEL

RESIDENCE & OFFICE

FAZA 2

by  **GALENS** Invest

Nakon uspešnog završetka prve faze projekta New Minel Residence & Office, kompanija Galens Invest nastavlja sa radom na ovom savremenom stambeno-poslovnom kompleksu izgradnjom druge faze, na kojoj radovi teku prema planiranoj dinamici. New Minel predstavlja idealno mesto za život savremene porodice, u šta su već mogli da se uvere stanari prvog dela kompleksa.

Kompanija Galens Invest uspešno je realizovala gotovo 60 objekata koji se nalaze širom zemlje i regiona, u Novom Sadu, Beogradu, Innsbrucku, Sremskim Karlovcima, na Zlatiboru i Jahorini. Prateći svetske trendove i osluškujući potrebe svojih korisnika, Galens Invest iznova uspeva da podigne lestvicu kvaliteta gradnje i zbog toga više od dve decenije uživa poverenje hiljada klijenata.

After successfully completing the first phase of the New Minel Residence & Office project, the Galens Invest company continues working on this modern residential business complex, building the second phase, where the works are carried out according to the planned dynamic. The residents of the first part of the complex could already see for themselves that New Minel is an ideal living place for modern families.

Galens Invest company has successfully realised almost 60 buildings that are located country and regionwide, in Novi Sad, Belgrade, Innsbruck, Sremski Karlovci, Zlatibor and Jahorina. Following the world trends and taking notes of our clients' needs, Galens Invest succeeds all over again in raising the bar of construction quality and for that reason has the trust of thousands of clients for over two decades.



+381 64 8955 725 | +381 65 8787 888

Tošin Bunar 270a, Novi Beograd

Fujifilm GFX100RF

„Fragment Design x Fujifilm GFX100RF“ „Fragment Edition“ limitirana je sadržaj koja spaja vrhunsku foto-tehnologiju sa minimalističkom estetikom Hiroši Fudživare. Bazirana na „Fujifilmovoj“ „flagship“ GFX100RF srednjeformatnoj „mirrorless“ kameri, specijalna edicija dobija potpuno „blacked-out“ izgled sa poliranim površinama i fino izrađenim detaljima. Gornji deo kućišta i anodizirano aluminijumsko telo ručno su polirani do visokog sjaja, stvarajući luksuzni finiš različit od standardne mat verzije. Za višnjicu na torti Fudživarin prepoznatljivi „munja“ logo diskretno je postavljen na gornjem delu kućišta i pratećim dodacima.

Fujifilm GFX100RF

The fragment design x Fujifilm GFX100RF „Fragment Edition“ is a limited collaboration that combines cutting-edge imaging technology with the minimalist aesthetic of Hiroshi Fujiwara. Based on Fujifilm's flagship GFX100RF medium format mirrorless camera, this special edition includes a blacked-out finish with polished surfaces and finely crafted details. The upper part of the case and the anodised aluminium body are hand polished to a high gloss, creating a luxurious lustre that differs from the standard matte texture version. For the final touch, Fujiwara's signature "lightning bolt" logo subtly tops the case and accompanying accessories.



GEDŽETI / GADGETS

Raj za kolekcionare Collectors' paradise

Kada ikone pop kulture postanu predmeti želje, dobijete gedžete koje prosto morate da imate / When pop culture icons become desired objects, you end up with gadgets that you simply must have



OnePlus 15

„OnePlus“ je otkrio svoj najnoviji „flagship“ telefon, „OnePlus 15“ – uređaj koji kompanija opisuje kao „dvogeneracijski skok unapred“ zahvaljujući poboljšanjima u performansama, AI mogućnostima i izdržljivosti. Ovo je tehnološki najnapredniji „OnePlus“ do sada. U srcu telefona nalazi se nova trostruka čipset arhitektura dizajnirana za maksimalnu brzinu i odzivnost, a pogoni je „Qualcomm Snapdragon 8 Elite Gen 5“. Novi „360 Cryo-Velocity“ sistem hlađenja koristi aerogel izolaciju i beli grafit za stabilne temperature tokom igranja ili intenzivnih zadataka.

OnePlus 15

OnePlus has unveiled the OnePlus 15 — its latest flagship phone, which the company describes as a “two-generation upgrade” thanks to improvements in terms of performance, AI capabilities and durability. The most technologically advanced OnePlus smartphone to date, at the core of the device is a new triple-chip architecture designed for maximum speed and responsiveness, powered by the Qualcomm Snapdragon 8 Elite Gen 5 chipset. The redesigned 360 Cryo-Velocity cooling system uses aerogel insulation and white graphite to stabilise temperatures during gaming or intensive tasks.



LEGO Icons „Star Trek: U.S.S. Enterprise NCC-1701-D“

LEGO konačno ulazi u svet „Zvezdanih staza“ sa debitantskim setom „Star Trek: U.S.S. Enterprise NCC-1701-D (10356)“. Model ide maksimalno na preciznost: odvojiva komandna sekcija (saucer), sekundarni trup, „warp gondole“ sa crvenim i plavim detaljima, otvarajući šatlj-bej sa dva šatlpoda i postolje pod uglom sa informativnom pločicom. U paketu je devet mini-figura iz „Zvezdanih staza“. Ovo predstavlja dugoočekivani kulturni krossover. Nakon decenija dominacije LEGO „Zvezdanih ratova“, „Enterprise-D“ otvara novu granicu za kolekcionare i fanove „Staza“.

LEGO ICONS „STAR TREK: U.S.S. ENTERPRISE NCC-1701-D“

LEGO has finally entered the Star Trek universe with its debut model set for the Star Trek: U.S.S. Enterprise NCC-1701-D (10356). The build is intended for maximum precision, with a detachable command section (saucer), secondary hull, warp nacelles with red and blue detailing, a shuttle-bay that opens to reveal two shuttlepods and an angled pedestal containing an information plate. The package includes nine Star Trek Next Generation minifigures, representing the long-awaited cultural crossover. Following decades of the dominance of LEGO Star Wars, the Enterprise-D marks a new frontier for both collectors and Trekkies.



Bang & Olufsen Beosound Premiere

Dizajnerski fokusiran, aluminijumski obložen saundbar koji želi da bude i skulptura i bioskopski apgrejd. Premijum izrada dolazi sa premijum cenom. Ispod kućišta nalazi se 10 prilagođenih drajvera sa posvećenim pojačalima i gornjim visokotoncem okruženim sa 1.925 preciznih perforacija. Možete početi sa saundbarom i kasnije ga proširiti u kompletan kućni bioskop. U paketu dolazi i postolje za zid ili sto. Dizajn je modularan: opcione maske uključuju sivu „melange“ tkaninu i skulpturane drvene fronte od hrasta ili tamnog hrasta za topliji, dizajnerski izgled.

BANG & OLUFSEN BEOSOUND PREMIERE

This design-focused, aluminium-coated soundbar aspires to be both a sculpture and a cinema upgrade. Such premium craftsmanship comes with a premium price. Hidden under the hood are 10 custom drivers with dedicated amps and a top tweeter surrounded by 1,925 precision perforations. You can start with a soundbar and scale up to a complete home cinema. The package also includes a stand suitable for either a wall or a table. The design is also modular, with optional covers that include grey melange fabric and sculpted oak or dark oak fronts for a warmer, designer look.

Dnsys Z1 Exoskeleton Pro

„Kojima Productions“ udružuje se sa proizvođačem egzoskeleta „Dnsys“ za pravu, funkcionalnu saradnju. Limitirana edicija „Dnsys Z1 Exoskeleton Pro – Death Stranding 2: On the Beach Limited Edition“ oslikava izgled i korisnost iz igre. Ko-dizajniran od strane umetničkog direktora Jodžija Šinkave, egzoskelet obećava 50% dodatne snage pri hodu, rasterećenje kolena do 200% težine tela i preko četiri sata rada uz baterije koje se brzo menjaju. Dizajn uključuje detalje inspirisane igrom, poput svetala za status baterije i inteligentne kontrole hoda za stabilnost na stepenicama i neravnom terenu.



Dnsys Z1 Exoskeleton Pro

Kojima Productions has joined forces with exoskeleton maker Dnsys for a genuine functional collaboration. The Dnsys Z1 Exoskeleton Pro – Death Stranding 2: On the Beach Limited Edition reflects the look and aesthetic of the game. Co-designed by art director Yoji Shinkawa, this exoskeleton promises 50% extra power when walking, knee relief of up to 200% of body weight and over four hours of operation with quick-change batteries. The design includes details inspired by the game, including battery-status lights and intelligent gait control for stability on stairs and uneven terrain.



Tekst / Words: **Ivan Radojčić**



OSTAĆETE ZAUVEK OČARANI

Odškrinite kapije istočne Srbije

Tamo vas čekaju planina Rtanj, kulturno-istorijski spomenici, preplitanje mitova i istorije, gostoprimljivi domaćini, dobra hrana...

Ako želite da upoznate deo istoka Srbije, uputite se ka opštini Boljevac, u Zaječarskom okrugu, sa bar sedam slobodnih dana jer je to područje koje često nazivaju Kapijom istočne Srbije.

Mistična planina i svetilište

Najpoznatija srpska piramida u prirodi, planina Rtanj, jedna je od najzanimljivijih geografskih tački koja zasluhuje putovanje na istok Srbije. Svojim oblikom gotovo pravilne piramide Rtanj dominira Crnorečkom kotlinom, a najviši vrh Šiljak nalazi se na nadmorskoj visini od 1565 metara. Planinu često pohode ljubitelji alpinizma, organizuju se usponi, a najznačajnije akcije lokalnog planinarskog kluba su Vidovdan-

ski ponoćni uspon i Uspon za najmlađe u septembru. Zanimljivo da je prvi kolektivni uspon na planinu organizovao Josif Pančić, 1901. godine, a Rtanj je 2018. godine proglašen specijalnim rezervatom prirode zbog endemične i reliktno flore i faune.

U podnožju planine nalazi se naselje Rtanj, u koje turisti dolaze zbog svežeg planinskog vazduha i aktivnog odmora, jer se može šetati stazama zdravlja i „stazama bosih nogu“ koje vode do borove šume i vidikovca s najlepšim pogledom na planinu. Na rubu naselja nalazi se jedinstven lokalitet, gostima Rtnja poznat kao „Svetilište Vrelo“. Ovo mesto ispitao je akademik Jovan Davidović, a preciznim merenjima utvrđeno je postojanje bioenergetskih zračenja, koja pozitivno utiču na fi-

zičko i mentalno zdravlje. Preporuka je da se na „Svetilištu“ boravi oko dvadeset minuta dnevno. Nezaobilazno mesto u naselju je i Rozarijum, kružna građevina, obrasla ružama puzavicama, izgrađena dvadesetih godina 20. veka. Sagradili su ga ondašnji vlasnici rudnika, porodica Minh, na ulazu u park-šumu koja se prostire na 40 hektara. Posetioци mogu obići muzejsku postavku smeštenu u vili „Greta“, u centru naselja.

Dvorana kiklopa i Hajdučka dvorana

Pećina je zaštićeno prirodno dobro III kategorije, duga je oko šest kilometara, a za posetioce je uređena staza u dužini od 540 metara. Od Boljevca je udaljena 12 kilometara i nalazi se ne-

daleko od rudnika mrkog uglja „Bogovina“. Posедује izuzetan pećinski nakit, a posetiocima su dostupne četiri dvorane: Rudarska, Koncertna izuzetne akustike, Dvorana kiklopa i Hajdučka dvorana, poznata po stalagmitu visokom deset metara, prečnika dva metra, nazvanom po Hajduk Veljku. Pećinu nastanjuje zaštićena vrsta slepih miševa i endemska vrsta rečnih rakova – za posetioce je otvorena svakodnevno cele godine.

Zavičajna kuća vajarke Ljubinke Savić Grasi

Rođena je u selu Ilinu. Akademiku likovnih umetnosti i postdiplomske studije završila je Beogradu, u klasi profesora Dolinara. Njen umetnički opus čine skulpture žene i deteta, portreti istorijskih ličnosti na medaljonima i plaketama, spomenici i spomen-obeležja. Izlagala je u zemlji i inostranstvu. Spomen-kuća nalazi se u centru sela Ilinu, od Boljevca udaljenog četiri kilometra. Objekat je izgrađen krajem 19. veka i pripadao je precima vajarke. Kuća je rekonstruisana u autentičnom stilu, deo prostora je opremljen zbirkom predmeta i pokućstva korišćenih početkom 20. veka, a u drugom delu nalazi se postavka dokumenata, fotografija i umetničkih dela vajarke.

Manastiri koji krepe dušu

Na području Boljevca postoje tri manastira, građena u 15. i 16. veku. Lozica, Krepičevac i Lapušnja. Proglašeni su spomenicima kulture pod zaštitom države. Crkva Svetog Arhangela Gavriela, poznatija kao manastir Lozica, nalazi se nedaleko od sela Krivi Vir, a do nje se stiže magistralnim putem Paraćin–Zaječar. Manastir se prvi put pominje u turskom popisu Vidinskog sandžaka iz 1455. godine, kada je zabeleženo prisustvo dva duhovnika. Manastirska crkva je obnavljana dva puta, a neprekidno služi od 1854. godine.

Manastir Krepičevac sa Crkvom Svete Bogorodice od Boljevca je udaljen 18 kilometara. Nalazi se nedaleko od sela Jablanica u šumovitom krajoliku, skrivenom od pogleda, kako su inače građene svetinje u srednjem veku. Do manastira izgrađenog u 15. veku sti-



Bogovinska pećina je jedna od najlepših i najdužih u Srbiji, pravi dragulj opštine Boljevac
Bogovina cave is one of the most beautiful and longest in Serbia, a true jewel of the municipality of Boljevac

Energetsko polje u podnožju planine Rtanj postalo je popularna atrakcija za one koji traže duhovno isceljenje

The energy field at the foot of Mount Rtanj has become a popular attraction for those seeking spiritual healing



Nedaleko od manastira Lozica nalaze se i dva jaka izvora vode, za koju se veruje da je lekovita
Not far from Lozica Monastery are two strong springs that are believed to produce healing water

že se makadamskim putem, a poznat je kao svetinja koja krepi dušu i telo, kako mu i ime kazuje.

Selo Krivi Vir sa božurima i sirevima

Zbog svog privlačnog položaja, istorijskih događaja i prirodnog okruženja, Krivi Vir zauzima posebno mesto na turističkoj mapi Boljevca. Selo se nalazi na izvoru Crnog Timoka, a na obalama reke uređeno je izletišta, gde se održavaju kulinarske i zabavne manifestacije. Krivi Vir je poznat po Timočkoj buni iz 1883. godine, ali i po tri stotine hektara

na kojima se prostire polje božura. Ovo divno cveće ima svoje dane početkom maja, jednako kao i sirevi čiji se sajam održava prvog vikenda u septembru. U Boljevcu se svetski poznate gastronomske manifestacije održavaju u dvanaest sela, pa je i to razlog da svratite. Pravi je gastronomski praznik uživati u tradicionalnim jelima spremljenim na otvorenoj vatri.



Tekst / Words: **Ana Vodinić**
Fotografije / Photography: **TOB**

**YOU'LL BE LEFT
FOREVER ENCHANTED**

Peek through the gates of Eastern Serbia

You are awaited there by Rtanj mountain, cultural and historical monuments, the interweaving of myths and history, hospitable hosts, good food and much more

If you want to get to know part of Eastern Serbia, head for the municipality of Boljevac in the Zaječar district with at least seven days to spare, because this area is often dubbed the Gate of Eastern Serbia.

Mystical Mountain and Sanctuary

The most famous natural pyramidal formation in Serbia, Rtanj, is one of the most interesting geographical points that's worthy of making the journey to the east of Serbia. Shaped almost like a regular pyramid, this mountain dominates the basin of the Black River (Crna Reka), while Rtanj's highest peak, Šiljak, stands at an altitude of 1,565 metres above sea-level. Often visited by lovers of mountain climbing, ascents of Rtanj

are regularly organised, while the local mountaineering club's most important activities include the midnight ascent on the holiday of Vidovdan (St. Vitus Day, 28th June) and the ascent of the youngest in September. It is interesting to note that the first collective ascent of this mountain was organised by famous botanist Josif Pančić in 1901. Rtanj's endemic and relict flora and fauna also led to it being declared a special nature reserve in 2018.

The village of Rtanj is located at the foot of the mountain. It attracts tourists seeking fresh mountain air and active holidays, because here you can walk health trails and "barefoot trails" that lead to pine forests and an observation point that offers the most beautiful view of the mountain. On the periphery of

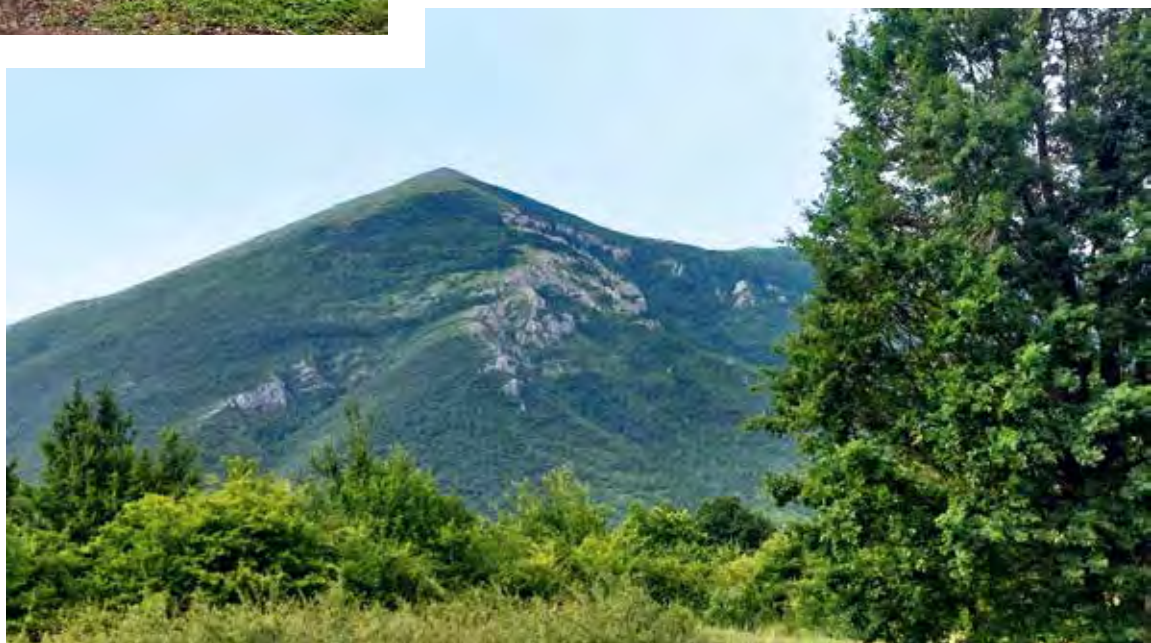


**Manastir Krepičevac
(gore) krepí dušu i
telo, kako mu i ime
kazuje**

Krepičevac
Monastery (above)
fortifies the body and
soul, as the name
suggests

**Jedna od
najpopularnijih
teorija je da
Rtanj nije
obična planina,
već veštačka
piramida, stara je
hiljadama godina**

One of the most
popular theories
is that Rtanj is
not an ordinary
mountain, but an
artificial pyramid,
thousands of
years old



the settlement is a unique location that's known to the guests of Rtnja as the "Vrelo Sanctuary". This place was explored by academic Jovan Davidović, who took precise measurements and confirmed the existence of bioenergetic radiation that has a positive effect on physical and mental health. It is recommended to spend around twenty minutes a day at the "Sanctuary". Another must-visit spot in this settlement is the Rosarium, a rotunda constructed in the 1920s that's today overgrown with creeping roses. Built by the Minh family, the then owners of a local mine, it occupies the entrance of a 40-hectare forest park. Visitors can tour the museum exhibition located in the villa "Greta" at the heart of the village.

Cyclops Hall and Hajduk Hall

Bogovina Cave is a protected Category III natural monument that is around six kilometres long and has a tailored visitor path covering a distance of 540 metres. Located 12 kilometres from Boljevac, it is situated close to the Bogovina Coal Mine. Boasting exceptional cave jewellery, visitors can explore four of its natural halls: the Mining Hall; the Concert Hall, with its exceptional acoustics; Cyclops Hall; and Hajduk Hall, known for its stalagmite that has a diameter of two metres and rises to a height of ten metres, and that is named after Hajduk Veljko. The cave is home to a protected species of bat and an endemic species of terrestrial shrimp. It is open to visitors every day year-round.

Homeland house of sculptor Ljubinka Savić Grasi

Born in the village of Ilino, Ljubinka Savić Grasi completed the Academy of Fine Arts and postgraduate studies in Belgrade, in the class of Professor Dolinar. Her artistic oeuvre encompasses sculptures of women and children, portraits of historical figures on medallions and plaques, monuments and memorials. She exhibited both in the country and abroad. Her memorial house is located in the centre of Ilino, some four kilometres from Boljevac. The building was constructed in the late 19th century and belonged to her ancestors. Reconstructed in an authentic style, part of the interior has been furnished with a collection of objects and furniture that was used at



the beginning of the 20th century, while another part of the house presents documents, photographs and artworks created by this famous sculptor.

Monasteries that fortify the soul

The territory of Boljevac is home to three monasteries that were built in the 15th and 16th centuries and have been declared cultural monuments under state protection: Lozica, Krepičevac and Lapušnja. The Church of St. Archangel Gabriel, better known as Lozica Monastery, is located close to the village of Krivi Vir and can be accessed via the Paraćin-Zaječar national road. The monastery was first mentioned in historical records in the 1455 Ottoman census of the Sandžak of Vidin, when the presence of two priests was noted. The monastery church, which has been renovated twice, has been working continuously since 1854.

Krepičevac Monastery, with the Church of the Holy Virgin, is located 18 kilometres from Boljevac. Situated close to the village of Jablanica, it occupies a wooded area that hides it from the view of passersby, which was a norm for sanc-

tuaries built in medieval times. Built in the 15th century, the monastery is today accessed via a macadam road and is known as a sanctuary that fortifies the body and soul, as the name suggests.

Krivi Vir village, with peonies and cheeses

Thanks to its attractive location, historical events and natural environment, Krivi Vir occupies a special place on the Boljevac tourist map. The village is located at the source of the Crni Timok river, the banks of which have a landscaped picnic area that hosts culinary and entertainment events. Krivi Vir is known for the Timok Rebellion of 1883, but also for its three hundred hectares of peony fields. These wonderful flowers have their own recognised days at the beginning of May, while special days are also reserved for local cheeses, with a fair held on the first weekend of September. World-renowned gastronomic events are held in 12 villages of the Boljevac municipality, providing ample reason to visit. Enjoying traditional dishes prepared over open fires represents a genuine gastronomic holiday.



Tekst / Words: Jelena Pantović
Fotografije / Photography: Depositphotos



Ko ispusti komad hleba u sir plaća rundu, a dodatak kirša (rakije od trešanja) tu je za lakšu probavu / Anyone who drops their chunk of bread in the cheese has to pay for a round of drinks, and the addition of kirsch (cherry brandy) is as a digestive

GREŠNO KALORIČNO / SINFULLY CALORIFIC

Zimska radost ima ukus sira

Winter joy tastes of cheese

Ako postoji jelo koje najbolje opisuje švajcarski identitet – toplinu, zajedništvo, planine i zimske večeri – onda je to fondue / If any dish exists that best describes the Swiss identity – warmth, kinship, mountains and winter evenings – it is fondue

Nastao iz potrebe, a pretvoren u nacionalni simbol, fondue je nezaobilazan deo švajcarske kulture, posebno u Cirihi, gde se tradicionalno služi u drvenim „chalets-restorani-ma“, ali i u modernim, urbanim verzijama u kojima ovaj klasik postaje trendi.

Izvor fondue vodi nas duboko u alpske doline u 17. i 18. vek. Kada bi zimi pastiri i seljaci ostajali bez sveže hrane, stari tvrde sir i ustajali hleb bili su jedino što se nalazilo u ostavama. Da bi ga omekšali i učinili jestivim, topili su sir uz dodatak vina i začina. Tako je rođen fondue – praktično, skromno i genijalno ukusno jelo koje je tek u 20. veku dobilo nacionalni status.

U Cirihi fondue ima posebno mesto. Grad ne samo da okuplja najbolje proizvođače sira sa svih strana Švajcarske već je i pionir u modernizaciji ovog jela. Čuveni „moitié-moitié“ – mešavina grujer sira i vacherina i danas je najpopularnija verzija, ali u Cirihi ćete naići i na fondue sa crnim tartufima, prosekom, šampanjcem ili pivom iz lokalnih kraft pivara.

Tajna savršene arome fondue leži u kombinaciji nekog pikantnijeg sira, poput emmentalera ili grijera, i nekog mlađeg, blagog ukusa koji se fino topi, poput gaude, brija... Osim hleba, u fondue se danas sve češće umaće sveže seckano povrće ili voće. Inače, reč „fondue“ označava metalnu posudu u kojoj se sir topi i u kojoj se ovo jelo priprema pre nego što se posluži. To su obično keramičke posude koje imaju debelo dno, kako smesa ne bi zagorela.

Na kraju treba reći možda ono najvažnije – fondue je mnogo više od topljenog sira. To je ritual, okupljanje, znak da je sezona praznika počela i da se ulazi u najlepši deo godine. I bez obzira na to da li ga probate u planinskoj kolibi, u srcu starog grada, na obali Ciriškog jezera ili u tramvaju, jedno je sigurno – nećete ga tako lako zaboraviti.

Fondue emerged out of necessity and was transformed into a national symbol, and is today an indispensable part of Swiss culture, especially in Zurich, where it is traditionally served at wooden chalet-restaurants, but also in more modern and urban eateries where this classic has become trendy.

Tracking the origins of fondue takes us deep into the Alpine valleys during the 17th and 18th centuries. When shepherds and peasants ran out of fresh food during the barren winter months, the only options left in their pantries were aged hard cheese and stale bread. In order to soften the cheese and render it edible, it was melted and wine and herbs were added. And fondue was

thus born - practical, modest and ingeniously delicious, it was only in the 20th century that it became a national dish.

Fondue holds a special place in Zurich. The city not only brings together the best cheesemakers from all over Switzerland, but has also pioneered the modernisation of this dish. The famous „moitié-moitié“ – a mixture of Gruyère and Vacherin cheeses – remains the most popular version today, but in Zurich you'll also find fondue with black truffles, prosecco, champagne or beer from local craft breweries.

The secret to fondue's perfect aroma lies in the combination of a more aromatic cheese, such as Emmentaler or Gruyère, and a younger, milder flavoured cheese that melts well, such as Gouda, Brie etc. Apart from bread, it is increasingly common today to dip batons of fresh vegetables in fondue. Interestingly, the word „fondue“ is derived from the French word

fondre, meaning to melt, and is not a reference to the communal pot in which the cheese is melted and the dish served. These pots are usually ceramic and have a thick bottom that prevents the mixture from burning.

We should perhaps conclude by noting that which is most important: fondue is much more than melted cheese. It is a ritual, a gathering, a sign that the holiday season is underway and we're entering the most beautiful part of the year. And regardless of whether you try it in a mountain shack, at the heart of the old town, on the shores of Lake Zurich or while riding a tram – one thing that's for sure is that you won't easily forget fondue.





KADROVI KOJI OSVAJAJU

SCENES THAT WIN YOU OVER

Mediterranski šarm Herceg Novog / Herceg Novi's Mediterranean charm

Mimoza, lepotica opojnog mirisa koja je svakog februara simbol za najveseliju primorsku priču, dobiće ove godine i sopstveni dokumentarac / The mimosa, a beauty with an intoxicating scent that serves, each February, as a symbol of the most joyous seaside story – will this year receive its own documentary

Zamislite da umesto u užurban gradski centar zakoračite u prizor s početka 20. veka. Elegan-
tne odore, miris pijace, izlozi i natpisi u starinskom ruhu, automobili od pre 100 godina – svaki detalj uređen kao da ste putovali unazad kroz vreme. Tako je nedavno izgledao centar Herceg Novog tokom snimanja dugometražnog igranog filma „Bitka motora“, koji je ovaj mediteranski grad odabrao kao savršenu scenografiju.

Novljani i posetioci već su zavirili u pojedine kadrove filma, koji će pred publiku stići naredne godine. Priča je zasnovana na počecima autoindustrije i reliju od Sankt Peterburga do Monaka. Nećemo dalje otkrivati, ali je važno kazati da je Herceg Novi svojom lepotom osvojio ekipu ovog velikog projekta.

I nije slučajno. Herceg Novi se poslednjih godina sve češće nalazi na mapi filmskih stvaralaca, a u evropskim produkcijskim krugovima već se prepoznaje kao centar filma u Crnoj Gori. Autentična arhitektura, blaga klima i gostoljubivi domaćini čine ga idealnim za setove koji traže posebnu atmosferu, bilo da prizivaju prošlost ili stvaraju novu priču.

Za naredni period najavljeno je snimanje dokumentarca evropske produkcije, u čijem fokusu će biti priča o novskom simbolu i fenomenu, Prazniku mimoze. Fešta koja traje već 57 godina, od 13. do 28. februara će na novsku rivijeru doneti praznični i karnevalski duh (www.praznikmimoze.me). Dok sneg pokriva region i Evropu, Herceg Novi će obući žuto-zeleno ruho i dve nedelje plesati uz muziku, vino, ribu, maskenbale i goste sa svih strana sveta – a to zaista vredi videti, i snimiti!

Možda ćete poželeti da nakratko uhvatite miris leta i mora. Da unesete u svoj život veselje, živost i istrajnost. Jer, ako si cvet, budi mimoza, kao što reče Viktor Igo, ali ako voliš feštu, dođi u Herceg Novi na njen praznik!

Malo gde u svetu se, kao u Herceg Novom, mimozi posvećuje ceo festival koji slavi život, radost, dobro u ljudima, ljubav i prijateljstvo

Herceg Novi is among the rare places in the world to have devoted an entire annual festival to the mimosa tree, celebrating life, joy, inner goodness, love and friendship



Imagine that, instead of a bustling city centre, you step into a scene from early in the 20th century. Elegant formal attire, aromas emanating from the market, window displays and signs in vintage fonts, classic cars from a century ago – every detail arranged in such a way that it seems like you’ve travelled back through time. That’s precisely how Herceg Novi city centre looked during the recent shooting of Russian feature film *Battle of Engines*, for which this Mediterranean city was chosen as the perfect backdrop.

Herceg Novi locals and visitors have already been able to take a “sneak peek” at some scenes from the film, which will be released to the public next year. The story revolves around the early days of the auto industry and a motor race from St. Petersburg to Monaco. We won’t reveal any more details, but it’s important to note that Herceg Novi won over the cast and crew of this major project with its beauty. And that was no accident. Herceg Novi has increasingly found itself on the map of filmmakers in recent years, while it is already recognised in European production circles as the centre of filmmaking in Montenegro. Authentic architecture, a mild climate and hospitable locals make it the ideal choice when sets require a special atmosphere, whether they evoke bygone times or create a new story. The shooting of a European documentary has already been announced for the



Mimoza koja cveta uprkos zimi pretvara celu hercegnovsku rivijeru u raskošnu baštu

Mimosa, blooming despite winter, turns the entire Herceg Novi Riviera into a gorgeous garden

period ahead and will focus on the story of the local Mimosa Festival, as a unique Herceg Novi symbol and phenomenon. This festival, which has a tradition dating back 57 years, will this year bring the carnival spirit to the Novi Riviera from 13th to 28th February (www.praznikmimoze.me). While this region and the rest of Europe are still under snow, Herceg Novi will don yellow and green garb and dance for two weeks, complete with live music,

wine, fish specialities, masquerade balls and guests from all over the world – and that’s something that’s really worth seeing, and filming!

Perhaps you’ll have the desire to enjoy the scents of summer and the sea; to fill your life with cheerfulness, vibrance and tenacity. Because if you’re a flower, then be a mimosa – as Victor Hugo said, but if you like a good party, then come to Herceg Novi for this mimosa holiday!

**UZBUĐLJIVA
2026. GODINA**

Vrhunski fudbal, Zimske igre i ragbi

**Ljubitelji sporta ne moraju
da brinu jer će ova godina
biti prepuna uzbuđenja, bar
kada su u pitanju najbolje
svetske atletе**

Godina pred nama biće prava poslastica za ljubitelje fudbala jer nas očekuje Svetsko prvenstvo, najveće sportsko takmičenje u 2026. koje će privući više od pet milijardi gledalaca! Održaće se od 11. juna do 19. jula, a prvi put će tri države biti domaćini: SAD, Kanada i Meksiko. Mundijal je proširen sa 32 na 48 reprezentacija, što će rezultirati sa ukupno 104 utakmice – 40 više nego na prethodnom turniru odigranom u Kataru 2022. Svetsko prvenstvo će se odigrati



Tekst / Words: **Aleksandar Pijevac**
Fotografije / Photography: **Profimedia.rs**

na 16 stadiona u 16 gradova, s fokusom na regionalne centra kako bi se smanjilo putovanje za timove i navijače. Finalna utakmica igraće se na „MetLife“ stadionu u Njujorku, dok će Mundijal biti otvoren u Meksiko Sitiu na legendarnom stadionu „Asteka“.

Meksiko je već dva puta bio domaćin SP, 1970. i 1986, a SAD jednom, 1994, tako da je samo Kanada debitant. Mečevi će se u Sjedinjenim Američkim Državama odigrati u čak 11 gradova, a direktno letom iz Srbije iz Beograda možete da stignete do Njujorka, ali od maja i do Toronta koji će, pored Vankuvera, ugostiti najbolje fudbalere na svetu. Što se Meksika tiče, gradovi domaćini su Monterej, Gvadalahara i Meksiko Siti. Četiri stadiona su sa zatvorenim krovom – Atlanta, Dalas, Hjuston i Vankuver.

Nagradni fond je rekordnih 440 miliona dolara, plus 355 miliona, koliko će da dobiju klubovi samo zato što puštaju svoje igrače na najveću fudbalsku smotru. Cena ulaznica je od 50 dolara do 50.000 dolara za mesto u VIP loži. Prvi put u istoriji utakmice će se igrati na nadmorskoj visini od 0 metara (Majami) do čak 2.240 metara (Meksiko Siti), a gledaćemo više mečeva nego na svetskim prvenstvima od 1930. do 1970. godine... zajedno!

Olimpijske igre imaju veću i bogatiju tradiciju od FIFA Svetskog prvenstva, ali u poslednjih nekoliko decenija fudbal pobeđuje kada je popularnost u pitanju. Možda to nije po olimpijskom načelu Pjera de Kubertena, ali za fudbal nije važ-



Stadion Asteka, dom fudbalske ekipe Klub Amerika i mesto održavanja utakmice otvaranja Svetskog prvenstva u fudbalu / Azteca Stadium, home of the Club America football club and venue for the opening match of the FIFA World Cup



no samo da se učestvuje... Bilo kako bilo, u 2026. nas očekuju Zimske olimpijske igre, koje će se održati od 6. do 22. februara u Milanu i Kortini D'Ampereo. Maskote su dve grudve, devojčica Tina i dečak Milo sa tradicionalnim italijanskim šeširima. Glasove im daju glumci iz crtanih filmova. Očekuje se da učestvuje više od 3.000 sportista iz oko 90 država koje će uživo bodriti 1,5 miliona gledalaca, odnosno oko dve milijarde širom sveta u svoji domovima.

Evo i nekoliko zanimljivosti. Najstariji olimpijski objekt u Kortini izgrađen je još davne 1956. godine. Najviša staza je Stelvio na 2.700 metara nadmorske visine, dok je najbrža Olimpija dele Tofane, na kojoj će skijaši postići brzine veće od 140 kilometara na sat. I, prvi put u istoriji: nema veštačkog snega – samo prirodni! Zimske paraolimpijske igre su na istim lokacijama od 5. do 16. marta.

Ragbi u Srbiji nije u top 10 sportova, ali je veoma popularan širom planete. Turnir „Šest nacija“ je najprestižniji ragbi turnir na svetu za muške reprezentacije. U 2026. godini 127. izdanje održaće se od 5. februara do 14. marta, a učestvuje šest najjačih evropskih nacija: Engleska, Francuska, Irska, Italija, Škotska i Vels. Gotovo sve utakmice se igraju pred rasprodatim tribinama, a ove godine domaćini će biti London, Pariz, Edinburg, Rim, Kardif i Dublin. Favorit je selekcija Irske koja brani trofeje iz 2024. i 2025. Šest nacija igraće i ragbistkinje, u istim gradovima, u periodu od 20. marta do 25. aprila.

Finale UEFA Lige šampiona za sezonu 2025/26. jedan je od najuzbudljivi-

vijih sportskih događaja u godini. Održaće se 30. maja 2026. u „Puskaš Areni“ u Budimpešti. Ovo je prvi put da će Mađarska ugostiti finaliste Lige šampiona. Pobjednik će zaraditi više od 100 miliona evra, a cene ulaznica su od 60 do 700 evra.

Ove godine nema evropskog ni svetskog prvenstva za košarkaše, tako da će za „utehu“ da posluži finalni turnir „Evrolige“. Najbolja četiri tima za vredan trofej će se boriti od 22. do 24. maja u Atini, u dvorani „OAKA“.

Uvek su popularne i trke Formule 1, a sezona u 2026. počinje 8. marta u Melburnu, Velikom nagradom Australije. Biće održane ukupno 24 trke, poslednja je 6. decembra u Abu Dabiju.

Što se najvećih teniskih turnira tiče, ovo su termini grend slemova: Australijan open je od 12. januara do 1. februara, Rolan Garos od 24. maja do 7. juna, Vimbldon od 29. juna do 12. jula i US Open od 30. avgusta do 13. septembra 2026.

Turnir „Šest nacija“ je najprestižniji ragbi turnir na svetu za muške reprezentacije

The annual Six Nations Championship is Europe's most prestigious tournament for men's international rugby union



EXCITING YEAR AHEAD

Top football, Winter Olympics and rugby

Sports fans have no need to worry, because the year ahead will be packed with excitement, at least when it comes to the world's top athletes

The year ahead of us is sure to be a real treat for football fans, as we are awaited by the FIFA World Cup, which will be the biggest sporting event of 2026, attracting more than five billion viewers! To be held from 11th June to 19th July, for the first time ever it will be co-hosted by three countries: the U.S., Canada and Mexico. The tournament has also been expanded from 32 to 48 teams, which will result in a total of 104 games – 40 more than were played at the 2022 World Cup in Qatar. The 2026 World Cup will unfold at 16 stadiums in 16 cities, with a focus on regional centres that will minimise travel for teams and fans. The tournament will be formally launched with the first match at Mexico City's iconic Azteca Stadium, while the final will be played at New York's MetLife

Stadium.

Mexico has already hosted two FIFA world cups, in 1970 and 1986, while the U.S. was the host nation in 1994, meaning that only Canada is a debutant. Matches will be played in as many as 11 U.S. cities, and Air Serbia offers direct flights from Belgrade to New York and Chicago, while as of May 2026 the Serbian national airline will also be flying regularly to Toronto, which – alongside Vancouver – will be welcoming the world's best footballers. When it comes to Mexico, its host cities are Monterrey, Guad-



lajara and Mexico City. Four of the tournament's venues have retractable roofs: Atlanta, Dallas, Houston and Vancouver. Prize money will total a record breaking 440 million dollars, in addition to the \$355 million that will be awarded to clubs simply for allowing their players to take part in football's biggest event. Ticket prices range from \$50 to \$50,000 for a spot in a VIP box. For the first time in the history of the tournament, matches will be played at altitudes ranging from 0 metres (Miami) to as high as 2,240 metres (Mexico City), while we will watch more matches than were played in world cups from 1930 to 1970... combined! The Olympics have a longer and richer tradition than the FIFA World Cup, but the football tournament has been winning the popularity contest over the past few decades. It might not conform to Pierre de Coubertin's Olympic principle, but participating isn't all that matters for football... Regardless, in 2026 we are awaited by the Winter Olympics,

which will take place in Milan and Cortina D'Ampezzo from 6th to 22nd February. The mascots are two stoats, a female named Tina and a male called Milo, who sport traditional Italian hats and will be voiced by cartoon voice actors. It is expected that more than 3,000 athletes from around 90 countries will participate in the Games, supported by around 1.5 million live spectators, while around two billion people around the world will watch at home.

Some interesting facts worth noting are that the oldest Olympic facilities in Cortina D'Ampezzo were constructed back in 1956, while the highest Olympic piste is the Stelvio slope, starting at an elevation of 2,700 metres above sea level, and the fastest ski run is the Olimpia delle Tofane, on which Olympic skiers will reach speeds exceeding 140km/h (87mph). For the first time in Olympic history, the 2026 Games will have no artificial snow - only natural! The Winter Paralympic Games will be held in the same locations from 5th to 16th March. Rugby union isn't among the top 10 most popular sports in Serbia, but it is nonetheless very popular around the world. The annual Six Nations Championship is Europe's most prestigious tournament for men's national teams in this sport. The 127th edition will take place from 5th February to 14th March 2026 and, as usual, will include Europe's six strongest rugby nations: England, France, Ireland, Italy, Scotland and Wales. Almost all matches are played in sold-out stadiums and the host cities in 2026 will be London, Paris, Edinburgh, Rome, Cardiff and Dublin. Ireland, the pretournament favourites, will be striving to defend their title after winning the 2024 and 2025 championships. The Women's Six Nations Championship will also take place in the same cities, in the period from 20th March to 25th April. The final of football's UEFA Champions League represents one of the most exciting sporting events of the year. The final for the 2025/2026 season will be held at Budapest's Puskás Aréna on 30th May 2026, marking the first time Hungary has hosted a Champions League final. The winner will receive prize money of more than 100 million euros, while ticket prices for the final range from 60 to 700 euros.



Zvanične maskote Zimskih olimpijskih igara 2026. godine su dve slatke lasice po imenu Milo i Tina

The official mascots of the 2026 Winter Olympics are two cute stoats named Milo and Tina

Očekuje
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from 11th June to
19th July



FIFA WORLD CUP 26™
WINNER'S TROPHY

There will be no European or world championships in basketball in 2026, so the Final Four championship of the sport's Euroleague will have to serve as "consolation". The continent's top four teams will vie for the title at Athens' OAKA (Telekom Center) Arena between 22nd and 24th May.

Formula 1 is also always popular, and the 2026 season launches on 8th March with the Australian Grand Prix to be held in Melbourne. The season will include a total of 24 races, culminating with the Abu Dhabi Grand Prix on 6th December.

When it comes to top tennis events, the Grand Slam tournaments represent the pinnacle of the sport. In 2026, the Australian Open will take place from 12th January to 1st February, the French Open will be held from 24th May to 7th June, Wimbledon will unfold between 29th June and 12th July and the U.S. Open will be played between 30th August and 13th September.

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U samom srcu Ciriha, tik uz stanicu Enge, nalazi se „FIFA Museum“ – prostor u kome fudbal prestaje da bude samo igra, a postaje putovanje kroz vreme, emocije i globalnu kulturu

FIFA



FOTO: Profimedia / AA/ABACA / Alasca Press

Muzej fudbalske istorije otvoren je 2016. godine, u obnovljenom objektu „Haus zur Enge“, od kada je postao prava meka za sve ljubitelje najvažnije sporedne stvari na svetu, ali i za one koji su radoznali da saznaju priče o legendama ovog sporta.

Na oko 3.500 kvadratnih metara izložbenog prostora, koji se prostire na nekoliko nivoa, smeštena je bogata i raznovrsna kolekcija – više od 1.000 eksponata, stotine video-zapisa, istorijskih dokumenata, fotografija i suvenira – sve sa ciljem da prikaže evoluciju fudbala: od prvih dana, preko istorije turnira, do današnje multikulturalne dimenzije.

Ali „FIFA Museum“ nije samo muzej starih uspomena. On je interaktivno, multimedijalno iskustvo. Posetioci ulaze u svet u kojem mogu da osete puls fudbala: mogu da stoje pred originalnim trofejima Svetskih prvenstava, da prelistaju istoriju nacionalnih timova iz svih krajeva sveta, da vide dresove i rekvizite

legendarnih fudbalera – i da, ukoliko žele, sami „zaigraju“ kroz interaktivne eksperimente. Svako ko kroči kroz vrata Muzeja dobija priliku da iskusi fudbal i kao igru, i kao kulturu, i kao fenomen koji spaja generacije i nacije.

Legende i eksponati

Jedan od najsnažnijih momenata je onaj kada shvatite da pred vama nisu replike, već originali. Među izloženim predmetima su autentični i potpisani dresovi najvećih fudbalskih legendi, među kojima su i Pele i Dijego Maradona. Ti dresovi, uz mnoštvo onih nacionalnih timova iz svih 211 članica Fife, predstavljaju ne samo istoriju fudbala već i globalnu mapu ove igre – od rasprostranjenosti fudbala u svakom kutku sveta do univerzalnosti strasti prema lopti.

Centralna zvezda Muzeja je Fifin originalni trofej Svetskog prvenstva, izuzetno poštovan artefakt koji simbolizuje snove, pobede i težinu fudbalske istorije. Taj trofej stoji u posebnoj postavci „Trophy Room“ i predstavlja srce Muzeja.

MUZEJ

Pored toga, muzejske kolekcije čine i rekviziti koji pričaju priče o razvoju fudbala kroz decenije – lopte, oprema, suveniri, dresovi, materijali sa Svetskih prvenstava, dokumenti... To je arhiva jednog globalnog fenomena, u kojoj svaki predmet ima svoju priču.

I naravno, za one koji nisu hardkor navijači ili ne žive fudbal aktivno svakodnevno: interaktivni sadržaji. Ogroman fudbalski „pin-ball“, multimedijalne sale, video-projekcije, digitalne izložbe, multikulturološke postavke koje prikazuju kako fudbal utiče na društva širom sveta – sve to čini da poseta Muzeju bude dinamična, zabavna i edukativna, ne zavisno od toga koliko poznajete svaki šampionat.

Zašto baš Ciri

Na prvi pogled možda nije očigledno zašto je za sedište Muzeja izabran baš Ciri. Ali kontekst ima smisla. Glavni globalni operativni centar Fife, odnosno sedište organizacije, nalazi se u ovom gradu, pa nije čudo što je Muzej smešten blizu administracije, sa infrastrukturom i pristupom koji omogućavaju čuvanje i prezentovanje artefakata iz celog sveta. Time je Ciri postao prirodan izbor za „kuću fudbalske istorije“ i mesto gde se može objediniti globalna arhiva igre. Takođe, lokacija uz stanicu Enge i dobra povezanost gradskog prevoza čine Muzej lako dostupnim kako lokalnim posetiocima, tako i turistima.

Muzej je zvanično proširio prisustvo i van Švajcarske: pored stalne postavke u Cirihi, otvoren je i prvi salon-izložba u Madridu, posvećen istoriji Svetskih prvenstava i Svetskih prvenstava za žene, kao deo međunarodne strategije da fudbalska istorija bude dostupna i ljudima koji ne mogu da svrate u Ciri.

Više od muzeja

„FIFA Museum“ nije samo galerija trofeja i dresova: to je priča o fudbalu kao globalnom jeziku, sportu koji spaja kontinente, generacije i kulture. Kada stojite pred dresom legende, pred trofejem koji je neko nekada podigao pred stotinama hiljada ljudi, pred predmetima koji su prelazili okeane – osećate koliko je igra snažna, koliko su snovi milijardi ljudi upereni u jednu loptu.

Ali Muzej ne bira samo slavna imena. On slavi sve – male i velike reprezentacije, retke momente, lokalne zajednice, različite fudbalske kulture širom sveta. Na tim izložbama vidiš da fudbal nije privilegija nego pravo; ne samo spektakl nego identitet.

I što je najlepše, poseta nije rezervisana samo za navijače. Čak i neko ko retko prati fudbal, ali voli istoriju, kulturu ili dizajn, može da pronade nešto svoje: vizuale, priče, emocije, globalnu povezanost...

MORE THAN A MUSEUM

The FIFA Museum isn't just a gallery of trophies and football shirts: it presents the story of football as a global language, a sport that brings together continents, generations and cultures. When you stand in front of the shirt of a legend of the sport, or a trophy that someone once raised in front of hundreds of thousands of people, or objects that have traversed oceans, you'll feel just how powerful this game is, and the extent to which the dreams of billions of people are focused on one ball.

But this museum doesn't only champion famous figures. It celebrates



FOTO: Profimedia / Dusan Aydin / AFP

everything — minor and major national teams, rare moments, local communities and various football cultures worldwide. These exhibitions demonstrate how football isn't a privilege, but a right; how it isn't merely a spectacle, but a complete identity.

And the most beautiful thing is that visits aren't reserved exclusively for fans. Even those who rarely pay attention to football but who love history, culture or design can find something for themselves: visuals, stories, emotions, global connectivity...

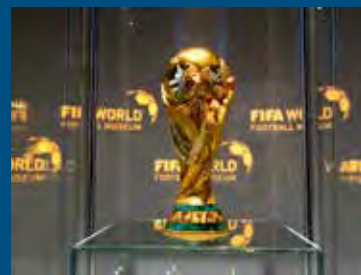


FOTO: Profimedia / FABRICE COFFRINI / AFP

FIFA Museum

At the very heart of Zurich, immediately beside Enge station, stands the FIFA Museum — where football ceases to be a mere game and becomes a journey through time, emotions and global culture

This museum of the history of association football opened in 2016, housed in the renovated Haus zur Enge building, and has since become a real mecca for all fans of “the most important unimportant thing in the world”, but also for those who are curious about the stories of this sport’s legends.

With an exhibition space of approximately 3,500 square metres, sprawling over several floors, it houses a rich and diverse collection encompassing more than 1,000 exhibits, hundreds of video recordings, historical documents, photographs and souvenirs — all with the aim of presenting the evolution of the sport: from the early days, through the history of tournaments, to today’s multicultural dimension.

But Zurich’s FIFA Museum is more than just a museum of old memories — it’s an interactive, multimedia experience. Visitors enter a world in which they can feel the very pulse of association football: they can stand in front of original World



FOTO: Profimedia / AA/ABACA / Abaca Press

Cup trophies, browse the histories of the world’s national teams and check out the team shirts and paraphernalia of legendary footballers; and those wishing to can also “play” themselves, through interactive experiments. Everyone who enters this museum gains the opportunity to experience football – as a game, as a culture, and as a phenomenon that unites generations and nations.

Legends and exhibits

One of the most powerful elements of the experience comes with the realisation that you’re not observing mere replicas, but rather originals. Among the exhibited items are authentic signed

playing shirts of the sport’s biggest legends, including the likes of Pele and Diego Maradona. Those shirts, along with the jerseys of many national teams from all 211 FIFA member countries, represent not only the history of association football, but also the game’s world map — from its prevalence in every corner of the world to the universality of the passion for the ball.

The museum’s centrepiece exhibit is the original FIFA World Cup trophy, representing a highly revered artefact that stands as a symbol of dreams, victories and the gravitas of football history. The trophy is exhibited in a special “Trophy Room” display that represents the heart of the museum.

The museum’s collections also encompass items that illustrate the sport’s development over the decades, including balls, equipment, souvenirs, shirts, materials from world cups, documents etc. This is an archive of a global phenomenon in which each object has a story of its own.

And, of course, for those who aren’t hardcore football fans or don’t actively live with this sport on a daily basis, there’s also interactive content. A huge soccer pinball machine, multimedia rooms, video projections, digital exhibitions, multicultural exhibits that demonstrate the ways football influences societies around the world — all of which



Možete pronaći preko 1.000 ekskluzivnih artikala, uključujući dresove svih zemalja članica
You can find over 1,000 exclusive items, including jerseys from all member nations

FOTO: Profimedia / AA/ABACA / Abaca Press



Ovde možete
izbliza videti
trofeje Svetskog
prvenstva u
fudbalu za

muškarce i žene

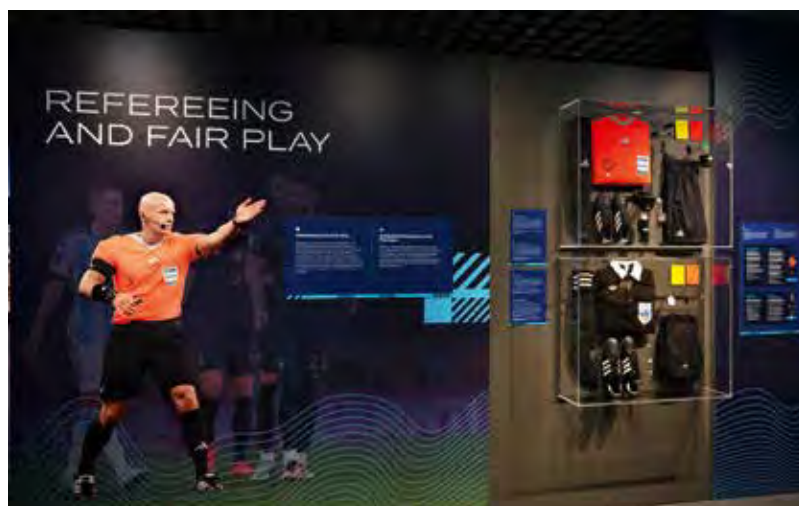
Here you can see
the actual Men's
and Women's
FIFA World Cup
Trophies up close

ensure that visiting this museum is dynamic, fun and educational, regardless of how familiar you are with each championship.

Why Zurich specifically?

It might not be obvious at first glance why the city of Zurich in particular was chosen for this museum, but it makes sense given the context. That's because FIFA's main global operations centre and headquarters are also located in this city, and it thus comes as no surprise that the museum is situated close to the administrative HQ, with infrastructure and access enabling the preservation and presentation of artefacts from around the world. This ensured Zurich was the natural choice for this global "house of football history" — and a place to unify the game's world archive. The location alongside Enge station and good public transport connections also make the museum easily accessible for both local visitors and tourists alike.

This museum has also officially expanded its presence beyond Switzerland: in addition to the permanent exhibition in Zurich, the first salon-exhibition has also opened in Madrid and is dedicated to the history of the World Cup and the Women's World Cup — representing part of an international strategy to make the history of football accessible to people who aren't able to easily visit Zurich.



Muzej FIFA
je otvoren
od utorka do
nedelje, od 10
do 18 časova, a
ponedeljkom je
zatvoren

The Fifa museum
is open from
Tuesday to
Sunday, 10am
– 6pm, and it
is closed on
Mondays

Er Srbija info Air Serbia info





Mapa destinacija Destination map

RED LETENJA / TIMETABLE

IZ BEOGRADA / FROM BELGRADE

Fit No	From To	Days	Departure/Arrival
A	AMSTERDAM		
	JU 260	BEG AMS	12.45.6. 06:40 09:10
	JU 262	BEG AMS	1.3.5.7. 17:50 20:20
B	ANKARA		
	JU 430	BEG ESB	1.4... 00:30 04:30
B	ATHENS		
	JU 532	BEG ATH	1.3.5.7. 12:30 15:05
	JU 532	BEG ATH	.2.4.6. 13:15 15:50
	JU 536	BEG ATH	12.45.6. 00:40 03:15
B	BANJA LUKA		
	JU 610	BEG BNK	...5.. 11:00 11:55
	JU 614	BEG BNK	1..... 16:15 17:10
	BARCELONA		
B	JU 580	BEG BCN	12.45.6. 06:35 09:10
	JU 584	BEG BCN	1..5.7. 17:10 19:45
B	BARI		
	JU 490	BEG BRI	...4... 07:15 08:55
B	JU 494	BEG BRI	7 18:05 19:45
B	BERLIN		
	JU 354	BEG BER	12.4.6. 06:45 08:40
	JU 356	BEG BER	..3.5.7. 18:05 20:00
	BOLOGNA		
B	JU 470	BEG BLQ	1.4... 06:30 08:45
	JU 474	BEG BLQ	...5.7. 17:30 19:45
B	BRUSSELS		
	JU 270	BEG BRU	...5.. 06:15 08:40
	JU 272	BEG BRU	1.3.... 17:15 19:40
B	BUCHAREST		
	JU 102	BEG OTP	1234567 13:10 15:35
B	JU 106	BEG OTP	1.4.6. 00:45 03:10
B	BUDAPEST		
	JU 140	BEG BUD	1.4... 09:45 10:55
	JU 142	BEG BUD	1234567 13:35 14:45
	JU 144	BEG BUD	...5.7. 20:15 21:25
C	CHICAGO O'Hare		
	JU 506	BEG ORD	...5.. 10:45 15:00
C	COPENHAGEN		
	JU 370	BEG CPH	12.4.6. 06:30 08:50
	JU 372	BEG CPH	..3.5.7. 17:15 19:35
D	DUSSELDORF		
	JU 360	BEG DUS	12.4.6. 06:45 08:55
	JU 362	BEG DUS	..3.5.7. 17:25 19:35
F	FLORENCE		
	JU 466	BEG FLR	...5.. 06:30 08:40
	JU 468	BEG FLR	1..... 17:35 19:45
F	FRANKFURT		
	JU 350	BEG FRA	123456. 07:05 09:10
	JU 352	BEG FRA	1.3.5.7. 17:35 19:40
G	GENEVA		
	JU 326	BEG GVA	1.5.. 06:25 08:30
	JU 328	BEG GVA	7 18:10 20:15
G	GOTHENBURG		
	JU 396	BEG GOT	1..... 06:15 08:45
	JU 398	BEG GOT	...5.. 17:30 20:00
G	GUANGZHOU		
	JU 988	BEG CAN	1.5.. 00:20 18:55
H	HAMBURG		
	JU 290	BEG HAM	...5.. 06:15 08:30
H	JU 292	BEG HAM	1..... 17:30 19:45
H	HANNOVER		
	JU 280	BEG HAJ	1..... 06:35 08:35
	JU 284	BEG HAJ	...5.. 18:05 20:05
I	ISTANBUL		
	JU 422	BEG IST	1.3.5.7. 12:15 15:55
	JU 422	BEG IST	.2.4.6. 13:10 16:50
	JU 426	BEG IST	1...6. 00:45 04:25
	JU 426	BEG IST	.2.4.. 00:30 04:10
I	KAZAN		
	JU 188	BEG KZN	...4.6. 20:15 02:15+

ZA BEOGRAD / TO BELGRADE

Fit No	From To	Days	Departure/Arrival
A	AMSTERDAM		
	JU 261	AMS BEG	12.45.6. 10:00 12:15
	JU 263	AMS BEG	1.3.5.7. 21:05 23:20
A	ANKARA		
	JU 431	ESB BEG	1.4... 05:10 05:20
A	ATHENS		
	JU 533	ATH BEG	1.3.5.7. 15:50 16:30
	JU 533	ATH BEG	.2.4.6. 16:35 17:15
	JU 537	ATH BEG	12.45.6. 04:30 05:10
A	BANJA LUKA		
	JU 611	BNK BEG	...5.. 12:25 13:20
	JU 615	BNK BEG	1..... 17:40 18:35
	BARCELONA		
A	JU 581	BCN BEG	12.45.6. 09:55 12:30
	JU 585	BCN BEG	1..5.7. 20:35 23:10
A	BARI		
	JU 491	BRI BEG	...4... 09:30 11:05
A	JU 495	BRI BEG	7 20:30 22:05
A	BERLIN		
	JU 355	BER BEG	12.4.6. 09:25 11:15
	JU 357	BER BEG	..3.5.7. 20:45 22:35
	BOLOGNA		
A	JU 471	BLQ BEG	1.4... 09:20 11:25
	JU 475	BLQ BEG	...5.7. 20:20 22:25
A	BRUSSELS		
	JU 271	BRU BEG	...5.. 09:25 11:35
	JU 273	BRU BEG	1.3.... 20:25 22:35
A	BUCHAREST		
	JU 103	OTP BEG	1234567 16:05 16:35
A	JU 107	OTP BEG	1.4.6. 04:30 05:00
A	BUDAPEST		
	JU 141	BUD BEG	1.4... 11:25 12:30
	JU 143	BUD BEG	1234567 15:15 16:20
	JU 145	BUD BEG	...5.7. 21:55 23:00
A	CHICAGO O'Hare		
	JU 507	ORD BEG	...6.. 17:30 10:10+
A	COPENHAGEN		
	JU 371	CPH BEG	12.4.6. 09:35 11:45
	JU 373	CPH BEG	..3.5.7. 20:20 22:30
A	DUSSELDORF		
	JU 361	DUS BEG	12.4.6. 09:40 11:40
	JU 363	DUS BEG	..3.5.7. 20:20 22:20
A	FLORENCE		
	JU 467	FLR BEG	...5.. 09:10 11:20
	JU 469	FLR BEG	1..... 20:15 22:25
A	FRANKFURT		
	JU 351	FRA BEG	123456. 09:55 11:50
	JU 353	FRA BEG	1.3.5.7. 20:25 22:20
A	GENEVA		
	JU 327	GVA BEG	1.5.. 09:15 11:15
	JU 329	GVA BEG	7 21:00 23:00
A	GOTHENBURG		
	JU 397	GOT BEG	1..... 09:30 11:55
	JU 399	GOT BEG	...5.. 20:45 23:10
A	GUANGZHOU		
	JU 989	CAN BEG	1.5.. 22:45 04:25+
A	HAMBURG		
	JU 291	HAM BEG	...5.. 09:15 11:20
A	JU 293	HAM BEG	1..... 20:30 22:35
A	HANNOVER		
	JU 281	HAI BEG	1..... 09:20 11:15
	JU 285	HAI BEG	...5.. 20:50 22:45
A	ISTANBUL		
	JU 423	IST BEG	1.3.5.7. 16:40 16:20
	JU 423	IST BEG	.2.4.6. 17:35 17:15
	JU 427	IST BEG	1...6. 05:30 05:10
	JU 427	IST BEG	.2.4.. 05:20 05:00
A	KAZAN		
	JU 189	KZN BEG	...5.7. 03:15 05:25

IZ BEOGRADA / FROM BELGRADE

Fit No	From To	Days	Departure/Arrival
K	KRAKOW		
	JU 156	BEG KRK	1..5.. 06:45 08:35
	JU 158	BEG KRK	7 17:40 19:30
L	LARNACA		
	JU 480	BEG LCA	1.3...7 10:20 13:45
	JU 482	BEG LCA	...4.6. 13:20 16:45
	JU 486	BEG LCA	1.45.7. 23:55 03:20
L	LISBON		
	JU 562	BEG LIS	.2.4... 13:20 16:20
	JU 564	BEG LIS	7 18:30 21:30
L	LJUBLJANA		
	JU 620	BEG LIU	...5.. 06:55 08:25
	JU 620	BEG LIU	1234.67 07:25 08:55
L	JU 624	BEG LIU	1234567 18:25 19:55
L	LONDON Heathrow		
	JU 210	BEG LHR	1234567 10:15 12:20
M	MADRID		
	JU 570	BEG MAD	...4... 12:15 15:45
	JU 570	BEG MAD	7 09:50 13:20
	JU 572	BEG MAD	1...6. 14:00 17:30
M	MALAGA		
	JU 576	BEG AGP	7 07:45 11:25
M	JU 578	BEG AGP	...4... 13:30 17:10
M	MALTA		
	JU 450	BEG MLA	1..... 12:30 14:25
	JU 450	BEG MLA	...5.. 11:50 13:45
M	MILAN Malpensa		
	JU 416	BEG MXP	12.45.6. 06:55 08:45
M	JU 418	BEG MXP	1.345.7 17:55 19:45
M	MOSCOW Sheremetyevo		
	JU 130	BEG SVO	.2.5.. 05:25 10:35
	JU 130	BEG SVO	..3..67 07:30 12:40
	JU 132	BEG SVO	12.45.6. 14:15 19:25
M	JU 134	BEG SVO	...4.6. 18:30 23:40
	JU 138	BEG SVO	1.34567 22:00 03:10
M	MOSTAR		
	JU 634	BEG OMO	1..5.. 13:35 14:30
N	NAPLES		
	JU 440	BEG NAP	1..... 13:10 14:40
	JU 440	BEG NAP	...5.. 12:45 14:15
N	NEW YORK JFK		
	JU 500	BEG JFK	.2.4... 07:35 11:45
	JU 500	BEG JFK	67 13:10 17:20
N	NICE		
	JU 250	BEG NCE	...4... 07:00 09:05
	JU 252	BEG NCE	7 17:25 19:30
N	NUREMBERG		
	JU 286	BEG NUE	...5.. 06:30 08:55
	JU 288	BEG NUE	1..... 17:45 19:30
O	OSLO		
	JU 390	BEG OSL	1.4... 06:00 08:55
	JU 392	BEG OSL	...5.7 17:15 20:10
P	PARIS Charles de Gaulle		
	JU 240	BEG CDG	1234567 06:30 09:10
	JU 242	BEG CDG	1.3.5.7. 17:05 19:45
	JU 242	BEG CDG	.2.4.6. 18:05 20:45
P	PODGORICA		
	JU 660	BEG TGD	1234.6. 06:30 07:30
	JU 660	BEG TGD	...5.7 06:50 07:45
	JU 662	BEG TGD	1234567 13:40 14:35
	JU 664	BEG TGD	12.4.6. 19:15 20:15
P	JU 664	BEG TGD	.3.... 20:30 21:30
	JU 664	BEG TGD	...5.7 17:25 18:20
P	PORTO		
	JU 566	BEG OPO	...5.. 08:00 10:45
P	JU 568	BEG OPO	1..... 13:50 16:35
P	PRAGUE		
	JU 170	BEG PRG	12.45.6. 06:35 08:45
	JU 174	BEG PRG	1.3.5.7. 17:40 19:50

ZA BEOGRAD / TO BELGRADE

Fit No	From To	Days	Departure/Arrival	
KRAKOW				
JU 157	KRK BEG	1...5..	09:15	11:00
JU 159	KRK BEG	7	20:10	21:55
LARNACA				
JU 481	LCA BEG	1.3...7	14:30	16:10
JU 483	LCA BEG	...4.6.	17:30	19:10
JU 487	LCA BEG	12..56.	04:05	05:45
LISBON				
JU 563	LIS BEG	2.4...	17:20	22:05
JU 565	LIS BEG	7	23:00	03:45+
LIJUBLJANA				
JU 621	LIJ BEG	5..	09:00	10:25
JU 621	LIJ BEG	1234.67	09:45	11:10
JU 625	LIJ BEG	1234567	20:45	22:10
LONDON Heathrow				
JU 211	LHR BEG	1234567	13:20	17:05
MADRID				
JU 571	MAD BEG	...4...	16:30	19:45
JU 573	MAD BEG	7	14:05	17:20
JU 573	MAD BEG	1...6.	18:20	21:35
MALAGA				
JU 577	AGP BEG	7	12:30	15:50
JU 579	AGP BEG	...4...	17:55	21:15
MALTA				
JU 451	MLA BEG	1.....	15:10	17:05
JU 451	MLA BEG	5..	14:30	16:25
MILAN Malpensa				
JU 417	MXP BEG	12.456.	09:30	11:15
JU 419	MXP BEG	1.345.7	20:30	22:15
MOSCOW Sheremetyevo				
JU 131	SVO BEG	2..5..	11:25	12:40
JU 131	SVO BEG	3..6.7	14:00	15:15
JU 133	SVO BEG	12.456.	20:55	22:10
JU 135	SVO BEG	5.7	00:40	01:55
JU 139	SVO BEG	12.4567	04:00	05:15
MOSTAR				
JU 635	OMO BEG	1...5..	15:15	16:05
NAPLES				
JU 441	NAP BEG	1.....	15:20	16:45
JU 441	NAP BEG	5..	15:05	16:30
NEW YORK JFK				
JU 501	JFK BEG	2.4...	15:00	05:50+
JU 501	JFK BEG	6.	18:55	09:45+
JU 501	JFK BEG	7	19:30	10:20+
NICE				
JU 251	NCE BEG	...4...	09:50	11:40
JU 253	NCE BEG	7	20:15	22:05
NUREMBERG				
JU 287	NUE BEG	5..	09:25	11:40
JU 289	NUE BEG	1.....	20:15	21:50
OSLO				
JU 391	OSL BEG	1.4....	09:40	12:25
JU 393	OSL BEG	5.7	20:55	23:40
PARIS Charles de Gaulle				
JU 241	CDG BEG	1234567	10:00	12:25
JU 243	CDG BEG	1.3.5.7	20:30	22:55
JU 243	CDG BEG	2.4.6.	21:30	23:55
PODGORICA				
JU 661	TGD BEG	1234.6.	08:00	09:00
JU 661	TGD BEG	5.7	08:30	09:20
JU 663	TGD BEG	1234567	15:20	16:10
JU 665	TGD BEG	12.4.6.	20:55	21:55
JU 665	TGD BEG	...3....	22:05	23:05
JU 665	TGD BEG	5.7	19:05	19:55
PORTO				
JU 567	OPO BEG	5..	11:40	16:05
JU 569	OPO BEG	1.....	17:25	21:50
PRAGUE				
JU 171	PRG BEG	12.456.	09:20	11:20
JU 175	PRG BEG	1.3.5.7	20:30	22:30

IZ BEOGRADA / FROM BELGRADE

	Flt No	From To	Days	Departure/Arrival
R	ROME Fiumicino			
	JU 400	BEG FCO	12.4.6.	06:40 08:15
S	SALZBURG			
	JU 404	BEG FCO	.3.5.7	18:00 19:35
S	SARAJEVO			
	JU 320	BEG SZG	5..	06:55 09:00
S	SHANGHAI			
	JU 324	BEG SZG	1.....	17:45 19:50
S	SKOPIJE			
	JU 792	BEG SKP	1234567	13:25 14:35
S	SOCHI			
	JU 796	BEG SKP	12.456.	00:30 01:40
S	SOFIA			
	JU 178	BEG AER	1.....	13:30 18:00
S	SPLIT			
	JU 178	BEG AER	5..	09:45 14:15
S	ST. PETERSBURG			
	JU 112	BEG SOF	1234567	13:15 15:30
S	STOCKHOLM Arlanda			
	JU 116	BEG SOF	12.456.	00:50 03:05
S	STUTTGART			
	JU 702	BEG SPU	1...5..	13:10 14:25
T	TBILISI			
	JU 120	BEG LED	7	05:35 10:30
T	THESSALONIKI			
	JU 124	BEG LED	123456.	22:55 03:50
T	TIRANA			
	JU 380	BEG ARN	.2.4.6.	06:30 09:10
T	TIVAT			
	JU 382	BEG ARN	1.3.5.7	17:10 19:50
V	VALENCIA			
	JU 346	BEG STR	5.7	06:45 08:35
V	VIENNA			
	JU 348	BEG STR	1.3....	18:05 19:55
Z	ZAGREB			
	JU 890	BEG TBS	.2.4.6.	13:50 19:50
Z	ZURICH			
	JU 542	BEG SKG	1...5.7	13:05 15:20
Z	ZURICH			
	JU 542	BEG SKG	.234.6.	13:05 15:35
Z	ZURICH			
	JU 546	BEG SKG	1.....	01:00 03:15
Z	ZURICH			
	JU 546	BEG SKG	6.	00:45 03:15
Z	ZURICH			
	JU 162	BEG TIA	1234567	13:15 14:35
Z	ZURICH			
	JU 166	BEG TIA	12.4.6.	00:50 02:10
Z	ZURICH			
	JU 680	BEG TIV	5..	06:15 07:25
Z	ZURICH			
	JU 680	BEG TIV	1234.67	06:30 07:40
Z	ZURICH			
	JU 682	BEG TIV	1...567	13:40 14:35
Z	ZURICH			
	JU 682	BEG TIV	.234...	13:40 14:50
Z	ZURICH			
	JU 591	VLC BEG	...4...	09:45 12:30
Z	ZURICH			
	JU 593	VLC BEG	7	20:55 23:40
Z	ZURICH			
	JU 460	BEG VCE	1.4...	06:50 08:50
Z	ZURICH			
	JU 464	BEG VCE	5.7	18:00 20:00
Z	ZURICH			
	JU 310	BEG VIE	1234567	07:45 09:15
Z	ZURICH			
	JU 312	BEG VIE	5.7	12:55 14:25
Z	ZURICH			
	JU 314	BEG VIE	1234567	18:35 20:05
Z	ZURICH			
	JU 600	BEG ZAG	12.456.	09:35 10:50
Z	ZURICH			
	JU 604	BEG ZAG	1.3....	17:05 18:20
Z	ZURICH			
	JU 604	BEG ZAG	5.7	16:55 18:10
Z	ZURICH			
	JU 330	BEG ZRH	1234567	07:00 08:50
Z	ZURICH			
	JU 332	BEG ZRH	567	12:25 14:15
Z	ZURICH			
	JU 334	BEG ZRH	1234567	18:00 19:50

ZA BEOGRAD / TO BELGRADE

	Flt No	From To	Days	Departure/Arrival
R	ROME Fiumicino			
	JU 401	FCO BEG	12.4.6.	09:30 11:05
S	SALZBURG			
	JU 405	FCO BEG	.3.5.7	20:40 22:15
S	SARAJEVO			
	JU 321	SZG BEG	5..	09:30 11:20
S	SHANGHAI			
	JU 325	SZG BEG	1.....	20:20 22:10
S	SKOPIJE			
	JU 653	SJJ BEG	1234567	14:55 15:45
S	SOCHI			
	JU 987	PVG BEG	.3...7	09:45 15:10
S	SOFIA			
	JU 797	SKP BEG	1234567	15:10 16:20
S	SPLIT			
	JU 793	SKP BEG	12.456.	04:00 05:10
S	ST. PETERSBURG			
	JU 179	AER BEG	1.....	18:50 19:40
S	STOCKHOLM Arlanda			
	JU 179	AER BEG	5..	15:05 15:55
S	STUTTGART			
	JU 121	LED BEG	7	11:30 12:25
S	TBILISI			
	JU 125	LED BEG	.234567	04:50 05:45
S	THESSALONIKI			
	JU 381	ARN BEG	.2.4.6.	09:55 12:25
S	TIRANA			
	JU 383	ARN BEG	1.3.5.7	20:35 23:05
S	TIVAT			
	JU 347	STR BEG	5.7	09:20 11:05
S	VALENCIA			
	JU 349	STR BEG	1.3....	20:40 22:25
S	VIENNA			
	JU 891	TBS BEG	.3.5.7	15:30 15:55
S	ZAGREB			
	JU 543	SKG BEG	1...5.7	16:05 16:15
S	ZURICH			
	JU 543	SKG BEG	.234.6.	16:05 16:40
S	ZURICH			
	JU 547	SKG BEG	1.....	04:40 04:50
S	ZURICH			
	JU 547	SKG BEG	6.	04:40 05:15
S	ZURICH			
	JU 163	TIA BEG	1234567	15:05 16:20
S	ZURICH			
	JU 167	TIA BEG	12.4.6.	04:00 05:15
S	ZURICH			
	JU 681	TIV BEG	5..	07:55 09:00
S	ZURICH			
	JU 681	TIV BEG	1234.67	08:10 09:15
S	ZURICH			
	JU 683	TIV BEG	1...567	15:20 16:10
S	ZURICH			
	JU 683	TIV BEG	.234...	15:20 16:25
S	ZURICH			
	JU 591	VLC BEG	...4...	09:45 12:30
S	ZURICH			
	JU 593	VLC BEG	7	20:55 23:40
S	ZURICH			
	JU 461	VCE BEG	1.4...	09:20 11:10
S	ZURICH			
	JU 465	VCE BEG	5.7	20:30 22:20
S	ZURICH			
	JU 311	VIE BEG	1234567	09:50 11:10
S	ZURICH			
	JU 313	VIE BEG	5.7	14:55 16:15
S	ZURICH			
	JU 315	VIE BEG	1234567	20:50 22:10
S	ZURICH			
	JU 601	ZAG BEG	12.456.	11:20 12:25
S	ZURICH			
	JU 605	ZAG BEG	1.3....	18:50 19:55
S	ZURICH			
	JU 605	ZAG BEG	5.7	18:40 19:45
S	ZURICH			
	JU 331	ZRH BEG	1234567	09:35 11:20
S	ZURICH			
	JU 333	ZRH BEG	567	15:05 16:50
S	ZURICH			
	JU 335	ZRH BEG	1234567	20:40 22:25

IZ NIŠA / FROM NIŠ

	Flt No	From To	Days	Departure/Arrival
BELGRADE				
JU 1101	INI BEG	.3....	10:40	11:35
JU 1101	INI BEG	7	10:20	11:15
JU 1103	INI BEG	.3....	14:20	15:05
JU 1107	INI BEG	7	04:30	05:15
COLOGNE BONN				
JU 1298	INI CGN	.2....	17:45	20:05
JU 1298	INI CGN	6.	07:10	09:30
FRANKFURT HAHN				
JU 1352	INI HHN	.2....	07:10	09:25
JU 1352	INI HHN	6.	17:50	20:05
ISTANBUL				
JU 1424	INI IST	.2...6.	13:10	16:45
LIJUBLJANA				
JU 1626	INI LIJ	.2...6.	18:30	20:20

IZ KRALJEVA / FROM KRALJEVO

	Flt No	From To	Days	Departure/Arrival
ISTANBUL				
JU 2428	KVO IST	.2...6.	10:10	14:25

ZA NIŠ / TO NIŠ

Flt No	From To	Days	Departure/Arrival
BELGRADE			
JU 1102	BEG INI	.2....	16:50 17:45
JU 1102	BEG INI	6.	16:45 17:40
JU 1106	BEG INI	.2...6.	00:40 01:25
COLOGNE BONN			
JU 1299	CGN INI	.2....	20:50 23:00
JU 1299	CGN INI	6.	10:15 12:25
FRANKFURT HAHN			
JU 1353	HHN INI	.2....	10:05 12:20
JU 1353	HHN INI	6.	20:50 23:05
ISTANBUL			
JU 1425	IST IST	.2...6.	17:30 17:00
LJUBLJANA			
JU 1627	LJU INI	.2...6.	20:55 22:40

AIRBUS A330-200



Broj aviona / Number in fleet	4
Dužina / Length	57,51 m
Raspon krila / Wingspan	60,30 m
Broj sedišta / Capacity	[ARB] 257 / [ARC] 268 / [ARD] 262 / [ARE] 262
Brzina krstarenja / Cruising speed	870 km/h
Visina krstarenja / Maximum cruising altitude	12.500 m

AIRBUS A320-200



Broj aviona / Number in fleet	A320-200	2
Broj aviona / Number in fleet	A320-200 Sharklets	1
Dužina / Length		37,57 m
Raspon krila / Wingspan		34,10 m / 35,80 m
Broj sedišta / Capacity		180
Brzina krstarenja / Cruising speed		828 km/h
Visina krstarenja / Maximum cruising altitude		11.887 m

AIRBUS A319-100



Broj aviona / Number in fleet	9
Dužina / Length	33,84 m
Raspon krila / Wingspan	34,10 m
Broj sedišta / Capacity	144
Brzina krstarenja / Cruising speed	828 km/h
Visina krstarenja / Maximum cruising altitude	11.887 m

ATR 72-600



Broj aviona / Number in fleet	10
Dužina / Length	27,16 m
Raspon krila / Wingspan	27,05 m
Broj sedišta / Capacity	70/72
Brzina krstarenja / Cruising speed	510 km/h
Visina krstarenja / Maximum cruising altitude	7.600 m

EMBRAER E-195



Broj aviona / Number in fleet	3
Dužina / Length	38,66 m
Raspon krila / Wingspan	28,72 m
Broj sedišta / Capacity	118
Brzina krstarenja / Cruising speed	829 km/h
Visina krstarenja / Maximum cruising altitude	12.497 m

Za više detalja posetite www.airserbia.com / For more details visit www.airserbia.com

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Govori...

Aleksandar Krstić, kopilot E95

Da li je problem leteti zimi ili to ima svojih prednosti? Šta vi više volite kad je posao u pitanju?

– Zima tokom letenja nije problem sama po sebi, ali jeste sezona koja traži više discipline i planiranja. Hladniji vazduh često donosi odlične performanse i neke zaista prelepe dane sa sjajnom vidljivošću. S druge strane, zimi često dolaze i gusta magla i smanjena vidljivost, što ume da zakomplikuje stvari. Tu su i „de-icing“ procedure, koje zahtevaju dodatnu pripremu pre poletanja i malo više strpljenja, ali su ključne. Zimske operacije najbolje pokažu koliko znače dobra priprema, poštovanje procedura, dobar plan i timski rad u kokpitu.

Vreme je smirivanja nakon novogodišnje radosti. Koja bi destinacija bila idealna da čovek malo odmori dušu?

– Ako pitanje gledamo lično, ja sam definitivno tip za tople destinacije. Posle praznične gužve i ubrzanog tempa najviše mi prija da odem negde gde se ritam prirodno uspori i gde te vreme i okruženje bukvalno nateraju da pustiš stres. More, toplo vreme, lagana rutina, dobra hrana, opuštена atmosfera i pozitivna energija prave idealan kontrast zimskoj svakodnevici i obavezama. Volim i taj osećaj jednostavnosti, bez žurbe. Nije poenta da se obilazi što više, nego da se čovek stvarno odmori – i mentalno i fizički. Koju god od morskih destinacija Er Srbije da izaberete, nećete pogrešiti.

Na kraju letimo do mnogih gradova u čijem su komšiluku sjajne staze za skijanje. Imate li omiljena mesta za zimske aktivnosti?

– Jedna od lepih stvari kod mreže destinacija Er Srbije je što letimo do gradova koji su sjajne polazne tačke za zimske aktivnosti – Ciriš, Salzburg i Beč su odličan primer, jer su nadomak planina i ozbiljnih skijališta. Iako sam lično više tip za letnje odmore i tople destinacije, zimi volim da iskoristim priliku kad se poklope raspored i uslovi. Ako bih izdvojio jednu destinaciju, ona bi svakako bila u Austriji, gde uvek pronađem idealan zimski reset: aktivan dan na snegu i osećaj pravog odmora posle.



Jedna od lepih stvari kod mreže destinacija Er Srbije je što letimo do gradova koji su sjajne polazne tačke za zimske aktivnosti

One of the nice things about Air Serbia's destination network is that we fly to cities that are great launchpads for winter activities



Speaking...

Aleksandar Krstić, First Officer, E95

Is winter flying problematic or does it have its advantages?

What do you prefer when it comes to your job?

“Winter flying isn't a problem in and of itself, but it is a season that demands greater discipline and planning. Colder air often brings an excellent flight performance and some really beautiful days with brilliant visibility. On the other hand, winter often brings thick fog and reduced visibility, which can complicate matters. There are also de-icing procedures, which require additional preflight preparation and a bit more patience, but are essential. Winter operations best demonstrate the importance of good preparations, respecting procedures, a good plan and teamwork in the cockpit.”

It's now time to recuperate after the joy and exertion of the holidays, so which destination do you think would be ideal for someone seeking respite for the soul?

“If we answer this question from a personal perspective, I'm definitely a guy for warm destinations. After the holiday commotion and accelerated pace subside, I most like to go somewhere where the rhythm slows naturally and the weather and environment literally compel you to release stress. The seaside, warm weather, an easy-going routine, good food, a relaxed atmosphere and positive energy create the ideal contrast to daily life and obligations during winter. I also love that sense of simplicity, without rushing. The point isn't to “tour” as much as possible, but rather to really rest — both mentally and physically. Whichever of Air Serbia's coastal destinations you choose, you won't go wrong.”

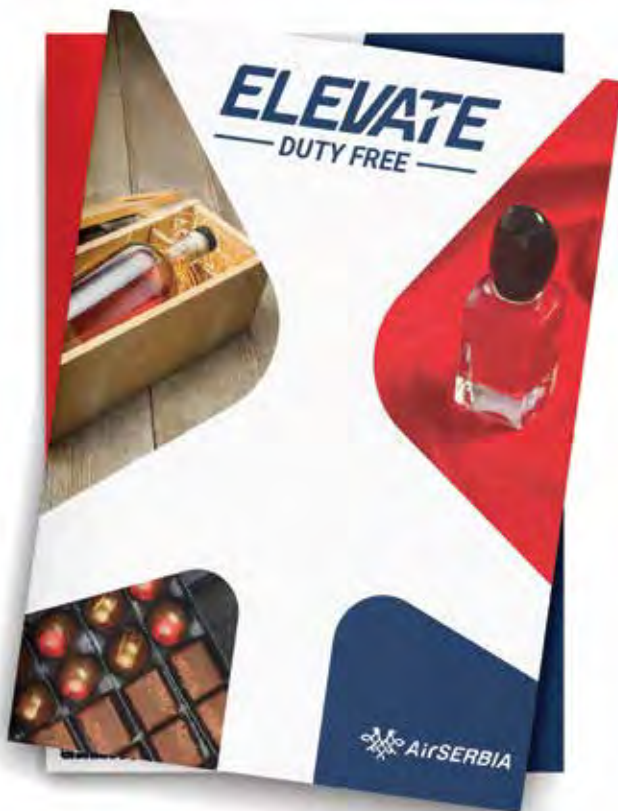
Finally, we fly to many cities that are in the vicinity of great ski resorts. Do you have any favourite places for winter activities?

“One of the nice things about Air Serbia's destination network is that we fly to cities that are great launchpads for winter activities: Zurich, Salzburg and Vienna are great examples, as they are situated close to mountains and serious ski resorts. Though I'm personally more of a summer holiday and warm destinations kind of guy, I like to take the opportunity to enjoy winter when the schedule and conditions align. If I had to single out one destination, that would definitely be Austria, where I always find the ideal winter reset: an active day in the snow, followed by a feeling of real rest.”

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Er Srbija je u saradnji s kompanijom DUFY (Belgrade Duty Free) na određenim letovima ponovo uvela uslugu Duty Free prodaje.

Ponuda obuhvata pažljivo odabran asortiman proizvoda domaćih i svetskih brendova – od ekskluzivnih parfema i kvalitetne kozmetike, preko slatkiša i alkoholnih pića, do cigareta i brendiranih proizvoda Er Srbije, idealnih za poklone ili uspomene sa putovanja.

Povratak Duty Free prodaje putnicima pruža mogućnost prijatne i praktične kupovine na visini od 10.000 metara. Bilo da tražite savršen poklon, znak pažnje ili jednostavno želite da se počastite – sada to možete učiniti bez napuštanja svog sedišta.

Air Serbia, in cooperation with DUFY (Belgrade Duty Free), has reintroduced Duty Free sales on select flights.

The offering includes a carefully curated selection of domestic and international brands – from exclusive perfumes and high-quality cosmetics to sweets, alcoholic beverages, cigarettes, and branded Air Serbia products, perfect as gifts or souvenirs from your journey. The return of Duty Free shopping gives passengers the opportunity to enjoy a pleasant and convenient shopping experience at 10,000 metres. Whether you're looking for the perfect gift, a thoughtful gesture, or simply want to treat yourself – you can now do so without leaving your seat.

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QATAR
AIRWAYS

TAROM

TURKISH AIRLINES

Ručni prtljag / Carry-On Luggage

U avion možete besplatno da unesete komad ručnog prtljaga, koji ne prelazi dozvoljenu težinu do 8 kilograma i dimenzije *40 × 23 × 55 cm (dužina × širina × visina)*.

You may take one piece of carry-on luggage for free, if it does not exceed the weight limit of 8 kg and dimensions *40 x 23 x 55 cm. (length x width x height)*.



Carry-On Bag

Pored toga, dozvoljeno je uneti još jedan manji komad prtljaga, koji se može smestiti ispod sedišta ispred vas i nije teži od 4 kilograma.

You may also bring one smaller piece of luggage, weighing up to 4 kg, which you can fit under the seat in front of you.



Personal Item

To može da bude: / This may be:

- ✂ **TAŠNA ILI RANAC** / A HANDBAG OR BACKPACK
- ✂ **FUTROLA ZA DOKUMENTA ILI AKTEN TAŠNA** / A DOCUMENT CASE OR BRIEFCASE
- ✂ **TORBA ZA LAPTOP ILI KAMERU** / A LAPTOP OR CAMERA BAG
- ✂ **KESA SA PROIZVODIMA IZ DUTY FREE PRODAVNICA** / A BAG WITH DUTY-FREE PURCHASES
- ✂ **KUTIJA SA STVARIMA** / A BOX WITH PERSONAL BELONGINGS

U avion možete da unesete: jaknu ili kaput, hranu i piće za bebu, ortopedska pomagala u skladu sa propisanim standardima, štap za hodanje.

You may also bring on board the following items: a jacket or coat, baby food and drinks, orthopedic aids in accordance with applicable standards, and a walking stick.



Servisne informacije / Service Information

PRIJAVA NA LET PUTEM INTERNETA

Prijavite se na let preko interneta sa pametnog telefona, računara, ili tableta i uštedite vreme. Karta za ukrcavanje na let biće vam isporučena na mejl nakon samo par jednostavnih koraka. Ukoliko želite, elektronsku kartu možete i odštampati.

Ukoliko se prijavljujete na let putem interneta, imajte u vidu da:

- ✂ Prijava na let počinje 48 sati pre poletanja, a završava tri sata pre poletanja, osim u slučaju letova iz Geteborga, Osla i Stokholma, kada se prijava na let završava pet sati pre poletanja.
- ✂ Kartu za ukrcavanje treba da imate pri ruci kako biste mogli da je pokažete na zahtev zaposlenih na aerodromu.
- ✂ Prijava prtljaga na let završava se 45 minuta pre poletanja, odnosno jedan sat ukoliko putujete do Njujorka, Čikaga, Toronta, Guangđžoua i Šangaja.
- ✂ Izlaz za ukrcavanje zatvara se 20 minuta pre poletanja, odnosno 40 minuta ukoliko putujete do Njujorka, Čikaga, Toronta, Guangđžoua i Šangaja.
- ✂ Ako putujete samo sa ručnim prtljagom, kada stignete na aerodrom uputite se pravo ka pasoškoj i bezbednosnoj kontroli.

ONLINE CHECK-IN

Check in online on your smartphone, computer, or tablet and save time. After just a few simple steps, your boarding pass will be sent to you by e-mail. You can even print your e-ticket if you wish.

If you are checking in online, please consider the following:

- ✂ Online check-in opens 48 hours before take-off, and closes three hours before take-off, except for flights from Gothenburg, Oslo and Stockholm, when online check-in closes five hours before take-off.
- ✂ You should have your boarding pass ready to present to the airport staff on request.
- ✂ Baggage check-in closes 45 minutes before take-off, and one hour before take-off for flights to New York, Chicago, Toronto, Guangzhou and Shanghai.
- ✂ The boarding gate closes 20 minutes before take-off, and 40 minutes before take-off for flights to New York, Chicago, Toronto, Guangzhou and Shanghai.
- ✂ If you are travelling with carry-on baggage only, please proceed directly to passport and security control when you arrive at the airport.



ZNATE LI ŠTA JE WET LEASE?

Er Srbija je oduvek bila posvećena poboljšanju povezanosti matičnog aerodroma u Beogradu sa gradovima širom sveta. Da bi putnicima ponudila što veći izbor destinacija, atraktivan red letenja, kao i odgovarajuću raspoloživost sedišta u okviru sopstvene mreže linija, nacionalna avio-kompanija Republike Srbije zaključila je ugovore o wet lease saradnji sa kompanijama airBaltic i Bulgaria Air. Ova strateška partnerstva dodatno osnažuju operativne kapacitete Er Srbije i podržavaju kontinuiranu ekspanziju njene rastuće mreže destinacija.

Usled značajnog porasta tražnje za putovanjima, wet lease najam je postao široko prihvaćena praksa u avio-industriji. U okviru ovakvog aranžmana, avio-kompanija koja iznajmljuje avion sa posadom (zakupodavac, eng. lessor) obavlja letove u ime druge avio-kompanije (zakupac, eng. lessee). Osnovna obaveza i odgovornost zakupodavca je obezbeđenje aviona, njegovog održavanja i osiguranja, kao i letачke i kabinske posade. Ova vrsta najma je poznata i kao ACMI, što predstavlja skraćenicu za avion, posadu, održavanje i osiguranje (eng. Aircraft, Crew, Maintenance, and Insurance).

Svi letovi koje u ime Er Srbije obavljaju partnerske avio-kompanije, realizuju se u skladu sa najvišim operativnim standardima i jasno utvrđenim procedurama. U bliskoj saradnji sa wet lease partnerima, Er Srbija nastoji da osigura dosledan nivo kvaliteta usluge i udobnosti na svim svojim letovima.

Ukoliko se vaš današnji let obavlja u saradnji sa jednom od naših wet lease partnerskih avio-kompanija, pozivamo vas da dodatne informacije potražite u brošuri koja se nalazi u džepu sedišta ispred vas, ili na našoj zvaničnoj internet stranici airserbia.com.

Kompanije airBaltic i Bulgaria Air poseduju sertifikat u okviru IATA Programa za operativnu bezbednosnu reviziju (IOSA), čime potvrđuju usklađenost sa najvišim međunarodnim standardima bezbednosti u avijaciji.

DO YOU KNOW WHAT A WET LEASE IS?

Air Serbia has always been committed to improving the connectivity of its home airport in Belgrade with places around the world. In pursuit of offering passengers a broader selection of destination, a more attractive flight schedule, and sufficient seat capacity within its network, the national carrier of the Republic of Serbia has entered into wet lease agreements with airBaltic and Bulgaria Air. These strategic partnerships serve to reinforce Air Serbia's operational capabilities and support the continued expansion of its growing route network.

In response to the significant increase in global travel demand, wet leasing has become a widely adopted practice within the aviation industry. Under a wet lease arrangement, the lessor airline operates flights on behalf of the lessee airline. The lessor assumes responsibility for providing the aircraft, flight and cabin crew, maintenance, and insurance. This type of lease is commonly referred to as ACMI, an abbreviation for Aircraft, Crew, Maintenance, and Insurance.

All flights operated by Air Serbia's partner airlines are conducted in full compliance with the highest operational standards and clearly established procedures. In close collaboration with its wet lease partners, Air Serbia ensures that passengers experience a consistent level of service quality and comfort across all flights.

Should your journey today be operated by one of our wet lease partners, we invite you to consult the leaflet located in the seat pocket in front of you, or visit our website at airserbia.com, for further details.

Both airBaltic and Bulgaria Air are certified under the IATA Operational Safety Audit (IOSA) program, affirming their adherence to the highest international standards of aviation safety.





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Presedanje na aerodromu „Nikola Tesla“ u Beogradu

Ukoliko nastavljate putovanje avio-kompanijom Er Srbija i na aerodromu „Nikola Tesla“ u Beogradu presedate do svog krajnjeg odredišta, preporučujemo da pažljivo pročitate uputstva u nastavku. Tu možete pronaći korisne informacije vezane za postupak presedanja koje treba da pratite.

Minimalno vreme za presedanje između letova Er Srbije je 45 minuta. Međutim, moguća su izvesna odstupanja, što znači da je presedanje moguće i za 40 minuta, a u pojedinim slučajevima (u zavisnosti od zemlje polaska i/ili zemlje odredišta) ono može biti najmanje 60 minuta.

❶ Molimo da obratite pažnju na raspoloživo vreme između vaših letova i strogo poštujete vreme za ukrcavanje naznačeno na karti, kao i eventuale promene izlaza.

Ukoliko posedujete kartu za ukrcavanje i ukoliko je vaš prtljag otpremljen do krajnjeg odredišta, možete se uputiti direktno ka izlazu koji je predviđen za vaš naredni let.

❷ Ukoliko, iz bilo kog razloga, vaš prethodni let kasni, a vreme za presedanje između letova je kraće od 45 minuta, molimo da se odmah uputite ka predviđenom izlazu za naredni let, jer izlaz ubrzo može biti zatvoren.

Države koje imaju status OSS (One-Stop Security) su:

Austrija, Belgija, Bugarska, Hrvatska, Kipar, Češka, Danska, Francuska, Nemačka, Grčka, Mađarska, Italija, Malta, Crna Gora, Norveška, Poljska, Portugal, Rumunija, Srbija, Slovenija, Španija, Švedska, Švajcarska, Holandija.

Države koje nemaju status OSS (NON-OSS) su:

Albanija, Bosna i Hercegovina, Kina, Severna Makedonija, Ruska Federacija, Turska, Ujedinjeno Kraljevstvo, Sjedinjene Američke Države.

Er Srbija transfer šalter nalazi se na sledećim lokacijama:

❶ Za putnike koji dolaze iz OSS država:

Međunarodni odlasci – Nivo 1 – između izlaza C02 i C03

❷ Za putnike koji dolaze iz NON-OSS država:

Međunarodni dolasci – Nivo 1 – tranzitna zona

Transferring at Belgrade Nikola Tesla Airport

If you are continuing the journey with Air Serbia and transferring via Belgrade Nikola Tesla Airport to your final destination, we strongly recommend to read the following information carefully. Here you may find useful information regarding transfer procedures to follow.

The minimum connecting time (MCT) between Air Serbia flights is 45 minutes. There might be some exceptions to this rule, meaning that connections are possible either in 40 minutes or in some cases (depending on arrival and/or departing country) minimum connecting time may be set at least 60 minutes.

❶ Please be aware of your connecting time between the flights and strictly observe indicated boarding times and gate changes.

If you have boarding pass and your luggage has been checked-in to the final destination, you shall proceed directly to the gate assigned to your connecting flight.

❷ If due to any reason, your previous flight has been delayed and connecting time between the flights is below 45 minutes, please proceed immediately to the assigned gate, as it may be closed soon.

One Stop Security (OSS) countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, Malta, Montenegro, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Sweden, Switzerland, The Netherlands.

NON-One Stop Security (NON-OSS) countries: Albania, Bosnia-Herzegovina, China, North Macedonia, Russian Federation, Türkiye, United Kingdom, United States.

Air Serbia Transfer Desk locations:

❶ For passengers arriving from OSS country:

International departures – Level 1 – between the gates C02 and C03

❷ For passengers arriving from NON-OSS country:

International arrivals – Level 1 – transit area

TRANSFER FROM OSS TO ALL COUNTRIES, EXCEPT FOR USA AND NIŠ (INI), SERBIA



TRANSFER FROM NON-OSS TO ALL COUNTRIES, EXCEPT FOR USA AND NIŠ (INI), SERBIA



❗ To go through Security control you must have a boarding pass for your connecting flight.

TRANSFER FROM OSS COUNTRIES TO USA



TRANSFER FROM NON-OSS COUNTRIES TO USA



❗ To go through Security control you must have a boarding pass for your connecting flight.

TRANSFER FROM ALL COUNTRIES (INCLUDING USA) TO NIŠ (INI), SERBIA CONNECTING FLIGHT



❗ In case you haven't been issued a boarding pass to Niš and/or your luggage hasn't been checked-in to Niš, please proceed to Air Serbia check-in counters, before heading to the gate A11 located at Terminal 1.

TRANSFER FROM NIŠ (INI), SERBIA TO ALL COUNTRIES, EXCEPT FOR USA



❗ In case you haven't been issued a boarding pass and/or your luggage hasn't been checked-in to your final destination, please proceed to Air Serbia check-in counters, before heading to Passport and Security control.

TRANSFER FROM NIŠ (INI), SERBIA TO USA



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Kontakti u inostranstvu / Contacts abroad

ALBANIA

+ 355 42 220 879
gsaalbania@airserbia.com

AUSTRIA

+ 43 1 585 36 31 40
+ 43 720 775 338
gsa.austria@airserbia.com

BELGIUM

+ 32 2 78 101 58 / JU Call Center
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BOSNIA & HERZEGOVINA

Banjaluka
+ 387 519 812 81
banjalukato@airserbia.com
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BULGARIA

+ 359 298 15 408
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CANADA

+ 1 416 920 4222
torontoto@airserbia.com

CHINA

+ 86 400 852 0115
jucct@megacap.aero

CROATIA

+ 385 180 002 40
zagreb.sales@airserbia.com

CZECH REPUBLIC

+ 420 296 368 276
gsaczech@airserbia.com

CYPRUS

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+ 20 102 55 99 567
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FRANCE

+ 33 1 78 900 459 / JU Call Center
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gsa.france@airserbia.com

GERMANY

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gsa.germany@airserbia.com

GREECE

gsagreeceath@airserbia.com

HUNGARY

+ 36 1 210 0067
gsa.hungary@airserbia.com

ISRAEL

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gila@open-sky.co.il

ITALY

+ 39 02 43458371
+ 39 068 58 74034
gsa.italy@airserbia.com

JAPAN

gsa.japan@airserbia.com

MONTENEGRO

Podgorica
+ 382 20 664 750
podgoricato@airserbia.com
Tivat
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NETHERLANDS

+ 31 20 36 909 26 / JU Call Center
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gsa.netherlands@airserbia.com

NORTH MACEDONIA

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NORWAY

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gsanorway@airserbia.com

POLAND

+ 48 22 627 2258
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ROMANIA

+ 40 21 599 01 02
gsaromania@airserbia.com

RUSSIAN FEDERATION

Moscow
+ 7 495 510 25 45
airserbia.psarusia@aviareps.ru

SLOVENIA

+ 386 416 444 83
ljuapservicedesk@airserbia.com

SOUTH KOREA

gsa.southkorea@airserbia.com

SPAIN

+ 34 91 568 73 45
gsa.spain@airserbia.com

SWEDEN

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SWITZERLAND

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TÜRKIYE

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