

# Open Highway E-761



Country / region or city(ies):

**Serbia /  
Uzice, Pozega, Cacak,  
Kraljevo**

Name of the Cooperation Project:

**Open Highway E-761**

Partner organizations:

**Academica (Uzice)**

**Forca (Pozega)**

**Sretenje (Pozega)**

**Civic parliament Cacak**

**(Cacak)**

**Iskra (Kraljevo)**

**KVArt (Kraljevo)**

**Ogledalo (Kraljevo)**

**PlanetArt (Uzice)**

Coaching-/Monitoring-Partner:

**Milena Dragicevic-Sesic,  
Professor at the University of  
Arts (Belgrade)**

Project duration:

**January 2005 – December  
2007**

**Four cities in central Serbia, along the highway E-761 – Uzice, Pozega, Cacak, and Kraljevo – establish a regional cultural network. The cooperation project of SCP supports them in developing their capacities and in realizing local and regional cultural initiatives and artistic production.**

The cultural situation in Serbia is characterized by various and complex polarities between the former system (not functioning anymore) and the new cultural system which is still in process of establishing itself. Artists and cultural practitioners are separated both because of artistic and political reasons.

As in most transition countries, the cultural infrastructure exists but no longer corresponds to the actual needs. In all four cities there are venues for standard cultural events, but there is an urgent need for platforms where creative young people can engage and develop their artistic capacities, as well as for initiatives, incentives and means for innovative cultural production. Due to the low appeal of such cities the migration-flow, especially of young people, to urban centres such as Belgrade, Novi Sad or abroad, is very high.

[www.cbcloja.org.mk](http://www.cbcloja.org.mk)  
[www.cac.org.mk](http://www.cac.org.mk)

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[www.deza.admin.ch](http://www.deza.admin.ch)  
(Swiss Agency for Development  
and Cooperation SDC)

Tetovo is the most important city in western Macedonia, a densely populated, multicultural region, lacking not only cultural infrastructures, but also offers for cultural activities and public discussions on social issues.

The project **small door / Community Culture Initiatives** aims at reinforcing social and cultural life as well as multi-ethnic relations by:

- Development of a cultural infrastructure in Tetovo and the region
- Improving cultural production and cultural animation of the public
- Involving the different ethnic communities into a discourse on joint social issues, triggered by cultural events
- Creating a best practice model for community-based cooperation in Macedonia

The project encompasses a wide range of activities and targets both urban and rural areas:

The **Multimedia Arts Centre (MAC)** in the heart of Tetovo is open to everybody who is eager to participate in cultural events and offers various possibilities for cultural production – documentary films, video, theatre, dance –, for public debates and workshops. The pocket-cinema situated in MAC has weekly movie screenings.

A **mobile cinema** shows films and video works in the rural areas of Tetovo, Rostushe and Debar Zupa. Old halls of the Houses of Culture with no activities or local elementary schools are used as cinema halls, and in summer, open-air screenings are arranged. The screenings are often accompanied by discussions or exhibitions.

An important element of the project is **professional training** of artists (i.e. video-editing and production) as well as of the project partners and volunteers (especially organizational development and cultural animation).

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**The Swiss Cultural Programme in the Western Balkans is a joint initiative of the Arts Council of Switzerland PRO HELVETIA and of the Swiss Agency for Development and Cooperation SDC. The SCP encompasses Albania, Bosnia & Herzegovina, Macedonia, Serbia, Kosovo and the Ukraine.**

**It supports local partners, which emphasize the variety, independence and performance of cultural life. The SCP cooperation projects focus on the capacity building and institutional development processes of cultural organizations. ■**