



CREATIVE SOCIETY KREATIVNO DRUŠTVO



WELCOME TO THE CREATIVE SOCIETY AT THE MUSEUM OF SCIENCE AND TECHNOLOGY IN BELGRADE!

Creative industry represents a growing labour market and one of the engines of the development of our society. Its production and services relate to experiences and experiential learning where culture plays a significant role. At the same time as we support the idea of cultural entrepreneurship we need to promote the independency of culture and art in the society. We need a society that supports creativity in many ways and on many levels.

With the project *Creative Society* we would like to exchange views and discuss about entrepreneurship, creativity and innovative thinking. We would also like to explore our driving forces and how ideas can be developed and put into function. We believe that everyone has the imagination and the ability to create something new.

As an example of the ability of the individual to create and make something new, we would like to present to you the exhibition **"Creative Women – Innovations from Sweden"** which highlights Swedish women inventors, their life circumstances and their ideas, as well as some historical role models. It presents a scope of inventions relevant to many aspects of life.

For children and youth we have **developed a pedagogical program** that schools and teachers can use to stimulate the students to think "out of the box" and to encourage them to develop and share their ideas.

We also invite you to the **Monday Club at the Museum** - a meeting place for discussions and presentations by guests from Sweden and Serbia on topics related to creativity, cultural and social entrepreneurship, management and innovations.

The development of pedagogical methods and the organisation of the Monday Club at the Museum have been made in collaboration between the Embassy of Sweden in Belgrade and the Museum of Science and Technology.

The exhibition and its touring have been produced by the Swedish Institute in cooperation with the Swedish National Museum of Science and Technology in Stockholm.

Welcome!


Helene Larsson
Cultural Counsellor
Embassy of Sweden
in Belgrade


Sonja Zimonic
Director
Museum of Science
and Technology
in Belgrade



WELCOME TO THE CREATIVE SOCIETY



EDUCATIONAL PROGRAM

The Embassy of Sweden in Belgrade has been working with the project Museum Development in Serbia since 2009, which deals with the possibilities and opportunities of museums to act as a resource and learning places in the society.

As a part of this project the Embassy of Sweden, together with the Museum of Science and Technology, has developed an educational program for teachers and students of higher grades of elementary schools and high schools. The pedagogical program can be used to stimulate children and youth to think "out of the box" and to encourage them to develop and share their ideas.

Educational program in the Museum of Science and Technology lasts for two hours. It starts with an interactive tour of the exhibition "Creative Women - Innovations from Sweden", followed by the workshop. It also includes a proposal for the activities which can be implemented in the school before and after the visit to the Museum.

We believe that a museum has a potential to be a significant learning resource. We want to give an example how an exhibition and educational activities at the museum can complement and enrich the learning process. Therefore, within this project we have established ties and cooperation between the Embassy of Sweden, the Museum of Science and Technology and 15 schools from the municipalities of Savski Venac and Stari Grad. In the development process of the program we have had several consultations with schools and teachers testing our ideas, and we have involved more than 30 children and young people to act and respond to the program.

Furthermore, it is important to connect the educational program with the school curriculum. Our program is therefore built upon an interdisciplinary approach that hopefully will stimulate the schools to link lectures in different subjects and conduct classes during a visit to the museum. The program is suitable for history, art, civic and technical education, as well as the entrepreneurial education. Many possibilities are open for connecting different objectives, approaches and initiatives of teachers and students. Our methods are also based upon the UN Convention of the Rights of the Child especially focusing on right to culture and active children's participation. By taking part in our program we hope that students will develop their skills to identify and solve problems and make decisions using creative and critical thinking.



The exhibition "Creative Women – Innovations from Sweden" will be open at the Museum of Science and Technology in Belgrade from 10 October to the end of December 2011.

Educational Program for elementary and secondary schools will take place from 11 a.m. to 1 p.m. and from 2 p.m. to 4 p.m. **every Wednesday and Friday**. The program lasts for two hours and includes a tour of the exhibition and a workshop. The optimal number of students that may participate is 20.

Additional program

In cooperation with the Technical High School "Drvo Art" we are organizing workshops at the Museum of Science and Technology, open for all interested students of elementary and secondary schools: "Recycling – Designing", Saturday, 22 October, from 11 a.m. to 2 p.m.
"Find the Museum – Follow the Sign", Saturday, 29 October, from 11 a.m. to 2 p.m.
"Innovative Furniture Fits to your Needs", Saturday, 26 November, from 11 a.m. to 2 p.m.

How to apply

All schools interested in participating in the program should apply and book a time slot.
You may apply every working day from 8 a.m. to 1 p.m.
by phone: +381 11 303 78 51 and +381 64 036 59 37
or by e-mail: mirjana.babic@muzejnt.rs
Contact person: Mirjana Babić, organizer of the Educational program, Museum of Science and Technology in Belgrade



For more information about the program please contact: Maša Avramović, Coordinator of the Educational Program, Embassy of Sweden in Belgrade
e-mail: masa.avramovic@foreign.ministry.se. telephone number: +381 11 20 69 260 cell phone: +381 63 123 0441

ENCOURAGE CREATIVE THINKING!

MONDAY CLUB AT THE MUSEUM OF SCIENCE AND TECHNOLOGY EVERY MONDAY 18.00-20.00



24 October	Meet Hedda Krausz Sjögren , Director of Hedda Produktion AB and Anja Susa , Director of the Little Theatre Duško Radović, a theatre for children and youth "Making a difference and how we manage to do it"	Award-winning producer Hedda Krausz Sjögren will talk about the ground-breaking documentary play SEVEN that has toured since 2008, putting close to 300 politicians and media profiles on stage to portray seven women's rights activists. www.hedda.nu Anja Susa creates an atmosphere of appreciation and quality recognition of the theatre for children and youth. Her commitment to search for the best models of communicating with and educating the public is a rare one in theatrical practice. www.malopozoriste.co.rs
31 October	Meet Emma Stenström , professor of economics who teaches at both business and arts schools, and Maja Vidakovic Lalic , Creative Director of the Mikser festival "Create a creative economy - What, who and how"	Emma Stenström conducts research and teaches subjects at the crossroad between arts and business, such as cultural entrepreneurship, arts management, business humanities, and creative economy. Maja Vidakovic Lalic founded Mikser, a festival for creative businesses. In only two years Mikser festival established itself as one of the biggest regional festivals of creativity, enhancing interaction among design, art, architecture, environmental issues, business, new media, music, film and theatre. www.mikser.rs
7 November	Meet Lotta Lekvall , Director of Nätverkstan, Tihomir Stojanovic , founder and coordinator of Creemaginet, the Network of Creative People, and Dalida Turkovic , founder of and coach at Small Steps Coaching intl "The art of living on art and the influence of social media on cultural entrepreneurship"	Nätverkstan is an organization providing services within the cultural and civil society field. How do you balance the artistic and business aspects of your work? If you want to make a living on your art what do you need to do? www.natverkstan.net Creemaginet, the Network of Creative People, brings individuals together around specific topics, projects and actions. The Network gathers more than 20 000 people. www.creemaginet.com Personal growth and motivation are core values of Small Steps Coaching intl. Their aim is to help people to develop and grow by challenging their limiting beliefs, in their personal or professional life, in order to achieve their full potential. www.small-steps-coaching.com
14 November	Meet Marie Abild , Managing Director of Bong Retail Solutions and former director of Oriflame Sweden, Andrea Brbaklic , Head of Communications Division at Erste Bank, and Zana Poliakov , Editor-in-Chief of Sensa Magazine, artist and writer "Female leadership and women entrepreneurs - Be the change you want to see around you!"	Marie Abild has been working with women entrepreneurs all around the world. She will explain why creativity, passion and gut feelings are key to successful entrepreneurship. She will also share her ideas on effective leadership and explain how important self-leadership is. Andrea Brbaklic is an economist, engaged at the boards of UN Global Compact in Serbia, Balkan Community Initiatives Fund and Junior Achievement in Serbia. Andrea's Erste Bank team has received a series of awards for socially responsible business and corporate philanthropy. www.erstebank.rs/dop Zana Poliakov lives by the motto: "Be all you can be, in one day, in one year, in one breath, in this life. I do not want to regret tomorrow that I did not try something I wanted to. If there is a wish, there is a way." www.zanapoliakov.com
21 November	Meet Marie and Annica Eklund , owners of the Swedish floor producing company Bolon, and Milos Ivkovic , owner of the Serbian knitwear producer Ivkovic "Two success stories - How to improve a family business with hard work and great design"	Annica and Marie Eklund are the third generation owners of Bolon. Business of flooring to them is "design, fashion, exhilarated, unconstrained – pure and simple joy, elegance and a good dose of rock 'n' roll". www.bolon.com Ivkovic company was established in 1986. From a small family business, Ivkovic company is on the way to transform itself into a global fashion brand. www.ivko-knits.com
28 November	Meet Cecilia Hertz , founder and Chief Executive Officer of Umbilical Design, Aleksandra Drecun , Director of the Centre for the Promotion of Science, and Branka Totić , Director of the Intellectual Property Office of the Republic of Serbia "A journey from space down to Earth"	Cecilia Hertz is an innovator. Her company is dedicated to space design and technology transfer from the space industry to consumer products. She believes in the idea that nothing is impossible. She will explain how "weightless thinking" and a team of dedicated "why-not-people" are good to have onboard when building a start-up. www.umbilicaldesign.se The mission of the Centre for the Promotion of Science is to offer the possibility of getting closer to the science and technology, to offer the newest learnings about the world that surrounds us, to be a window to the future and a source of inspiration. www.piu.rs/centar Branka Totić, Director of the Intellectual Property Office, will explain how you can register patents in Serbia and what the process from an idea to its realization looks like. www.zis.gov.rs
5 December	Meet Björn Mossberg , Country Manager for Development Cooperation Division (SIDA) at the Embassy of Sweden in Belgrade, and Danica Popovic , professor at the University of Belgrade, Faculty of Economics "Women, business and equality – the connection between gender equality and national economic growth"	Björn Mossberg will talk about the relation between economic development, gender equality and birth rate in a country. He will also stress why it is important to have more men involved in gender issues, especially in the decision-making positions. www.sida.se/English/Countries-and-regions/Europe/Serbia/ Danica Popovic, based upon her academic experience and international engagements, will speak about the importance of regulating gender equality issues in the world of global economics. http://danica.popovic.ekofbg.ac.rs/
12 December	Meet Pamela von Sabljär , social entrepreneur and writer, Dragana Tomic , President of the Centre for Socially Responsible Entrepreneurship (CDOP), and Olga Svoboda , Managing Partner at ConsulTeam "The world is full of potential – and potential is in you. Are you willing to go beyond and live your dream?"	Pamela von Sabljär lectures about self-leadership and entrepreneurship and has trained thousands of educators, parents and young people in Sweden. www.dng360.se Dragana Tomic is a social entrepreneur. Her Centre recognizes socially responsible ideas and is actively supporting them through its educational and development programs. www.cdop.rs Olga Svoboda's key focus is helping people and organizations achieve improved performance by soft skills training, personal development and leadership. www.consulteam.rs

MEETING PLACE