

# Souvenirs from Zajecar and its surroundings

## Design workshop

Slavisa Savic, professor at FAA

The workshop will be divided into several time stages.

- Presentation of "souvenir as a phenomenon" – by workshop moderator
- Getting to know Zajecar and its surroundings, presentations, and tours of localities and institutions that are included in the tourist program
- Research work, brainstorming, sketching
- Working on computers, 3D modeling, drawing on paper
- Prototype modeling
- In parallel with modeling and tours, work would be focused on the creation of a visual identity, slogan, and logo of the Tourism Organization of Zajecar.
- Other workshop participants would be welcome to join the process of seeking idea solutions and their implementation
- Presentation of solutions and consultations regarding their realization and implementation
- Printing of posters and visual solutions could be done in local digital printing shops.

Creative presentation of Zajecar and its surroundings through the prism of tourist souvenirs and visual identity. A souvenir we purchase as a memento object of a visited location is nowadays threatened primarily due to a lack of innovation and mass production, even in highly visited tourist locations. Therefore, the idea is to arrive at a solution that will make Zajecar recognizable, using a modern original approach to the topic. With this workshop, the City of Zajecar could become the leader and pioneer of the most original souvenirs in Serbia and beyond. In this way, every souvenir buyer would also be a promoter of this area, because they could showcase it to their friends, colleagues, and neighbors, and with social networks, that number could be spread indefinitely. That is why it is important to approach this task in a new way and add emotions to the product. Each souvenir prototype would be handed over to the tourist organization of Zajecar for potential further realization. In addition to working on souvenirs, participants will also work on packaging solutions, points of sale, as well as on the visual identity of the tourist organization, which would give the overall image of Zajecar as a well-deserved place on the tourist map.

How many students can participate?	10
Who can apply?	primarily students of fine arts, applied arts, and design from the country and abroad; following are students of industrial design, sculpture, and graphic design

## Slavisa Savic

Graduated in graphic design from the Faculty of Applied Arts in Belgrade in 1999. He was employed at the same faculty 18 years later, at the Industrial Design department. Until then, he mainly worked at the New Moment Y&R agency, as a senior art director, where he won many national and international awards, most notably the Cannes Lion, for the Red Cross campaign, Button for Help.

He was born on April 16, Belgrade Day, and it is precisely this peculiarity that will lead to his two best-known author works, Days of Belgrade in 2007 and 2008, where he designed and conceived the entire event.

He worked on dozens of campaigns, identities, and publications, mainly in the fields of culture, politics, hospitality, tourism, etc.

He likes to say that his occupation is "Ideaman" because ideas are the focus of his work.

With the pseudonym "Sloviša", he signs his current work on doctoral art studies in the field of lettering and typography.