

Imagine Dignity initiative:

Austrian Federal Ministry for European and International Affairs

Partners:

Austrian Federal Ministry for Arts, Culture, Public Affairs and Sports, Austrian Cultural Forum Belgrade, Museum of Applied Arts Belgrade, Office of the Lower Austrian Government - Department for Art and Culture, New Design University Sankt Pölten, EOOS (Vienna), Institute of Design Research Vienna (IDRV), Urbanthinktank_next.

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Director of the Museum of Applied Arts Belgrade Biljana Jotić, curator Slobodan Jović and the team of the Museum of Applied Arts Belgrade.

IMAGINE DIGNITY

ARTS & IDEAS INITIATIVE

Museum of Applied Arts

Vuka Karadzica 18, Belgrade

Opening: February 13, 2025

Time: 6 p.m.

Closing: March 13, 2025

With the **Imagine Dignity - Arts & Ideas Initiative**, the **Culture for Future program** has become a cornerstone of Austria's international cultural policy. The word **IMAGINE** expresses our ambition to overcome the current crisis of imagination through artistic visions, inspiring ideas, and a new culture of dialogue between the arts and sciences, while also engaging the private sector. **DIGNITY** has been chosen as the first overarching theme. Beyond human dignity, it also encompasses the dignity of nature and its species. Hans Jonas's call to action — that humanity must restore nature's dignity in order to preserve its own — serves as a powerful starting point for a broad array of questions. Among these is how artists and creatives can contribute innovative ideas, and how they can collaborate with politics, business, science, academia, research, and technology to shape new models of life. **Imagine Dignity** is not an end in itself; rather, it is the beginning of an exciting journey into the vast terrain of regeneration — the comprehensive renewal of culture and economic life that is unfolding across the globe.

After a year of inspiring journey through the Western Balkans and to Berlin and back, the **Imagine Dignity** exhibitions arrive in Belgrade.

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GROUND FLOOR

„Coral Reef. Regenerative Design“

Curatorial team: Lotte Kristoferitsch (EOOS, Vienna) and Harald Gründl (IDRV – Institute for Design Research, Vienna)

Exhibition coordinator and curator of the MPU: Slobodan Jović

The exhibition invites visitors to explore sustainable and regenerative design solutions inspired by nature. Although *Coral Reef* can be seen as an art installation, it also calls for a deeper exploration into the field of design.

The exhibition uses the coral reef as a metaphor for resilience and fragility, blending art and science to explore regenerative design. The exhibition architecture offers an immersive, almost sacral environment, detaching visitors from the everyday and fostering a mindset of learning. While the coral reef installation can be appreciated as an artwork, it also invites deeper engagement with design research. Visitors are drawn to the trajectory from sustainable to regenerative design—a shift already inspiring educational changes, as seen with design students in previous locations.

Master's students at New Design University St. Pölten explored regenerative design principles as part of their interior architecture and visual communication studio, led by Christine Schwaiger and Martin Dücks in collaboration with IDR. Drawing inspiration from the complex ideas in Andreas Weber's book, they applied their insights to projects reimagining the use of Orth an der Donau, Lower Austria, using the Regenerative Design Compass as a guiding tool.



FIRST FLOOR

„100 Ideas for the Western Balkans: Belgrade Underground“

Curatorial team: Urbanthinktank_next consisting of Hubert Klumpner and Michael Walczak

Exhibition coordinator and curator of the MPU: Slobodan Jović

The exhibition *100 Ideas for the Western Balkans: Belgrade Underground* with the participation of new generation architects and urban planners from around the world, are constructing an archive and toolkit of innovative ideas, both practical and metaphorical, as a transferable concept with diverse design solutions and ideas that can be applied to the Western Balkans and Belgrade .

Exhibition concept *100 Ideas for the Western Balkans: Belgrade Underground* is inviting protagonists and innovative ideas, both practical and metaphorical while starting in Vienna and going to Shenzhen, its goal is to constitute a view of the Western Balkans with a first stop in Sarajevo and now in Belgrade, ready to build a toolbox and archive about the tendencies of next-generation architects and urban designers, distributing the shared knowledge gathered around it. This is a transferable concept as many of the global design solutions and ideas can also be applied to the Western Balkans, Belgrade, and beyond.

