



VIVE
VITAM

Dear Friends and Family,

As we countdown the final moments of another year, feeling grateful and hopeful of an even better one to follow, we share a large piece of our collective heart with you all. A place that brings us together inspires us to grow and offers countless joys, many of which are included in this book.

This year we bring you an intimate and heartfelt view of Our City of Novi Sad. We hope you will enjoy the stories of the city where some of us from PSG were born, some came to study, some got married into, but all of us have grown to love for all that it is - a charming city situated in the southernmost part of the Pannonian Plain, encompassed by vast lowlands spreading as far as your eyes can see to the North.

All of us in the PSG Family wish you and yours a wonderful Holiday Season and a happy and healthy New Year.

Sincerely,

PLANet Systems Group

Contents

On the Origins of Novi Sad Dr Dragan Prole	8	Famous People from Novi Sad Branimir Bojić	28
Novi Sad Facts & Figures Dejan Cvetinić	11	Novi Sad – Student City Maja Mandić	32
The Old City Core Marina Medić	14	Serbian National Theatre Marijana Radomirović	34
Saborna crkva Marina Medić	20	The Street Artist Festival Kosta Popadić	38
The Name of Mary Church “The Cathedral” Dimitrije Božović	22	Cinema City Film Festival Isidora Rajšić	42
The Synagogue Marina Medić	23	The Night of Museums Ivanka Jević Ajcev	45
Jovan Jovanović Zmaj Strahinja Kešelj	24	Exit Festival Bojan Miletić	48
Svetozar Miletić Strahinja Kešelj	26	PSG Recommends: The Petrovaradin Fortress	52

The Danube is My Sea Slobodan Todorov	56	Nightlife in Novi Sad Aleksandar Crnjanski	72
Štrand and Quay Sonja Stojanović	61	Janika Balázs Sonja Bogojević	74
City Parks Saša Radišić	62	Tamburaši Sonja Bogojević	75
Fruška Gora Maja Vujović	64	Get on a bike! Jelena Tipšin	76
Monasteries of Fruška Gora Maja Vujović	66	NS Dukes and NS Duchess Branimir Bojić	80
A Few Hours on a Salaš – a Lifetime of Pleasant Memories Nataša Novčić Petrović	68	Running Free in Novi Sad Stevan Bekvalac	82
The Grape Harvest Festival in Sremski Karlovci Ksenija Golubović	70	PSG Recommends: What and Where to Eat	84
		Photo Index	88

PLANet Systems Group Offices in Novi Sad

Vuka Karadžića 4

Bulevar Mihajla Pupina 11

Ilije Vučetića 7

Pavla Simića 2

Narodnog fronta 55a



On the Origins of Novi Sad

Dr. Dragan Prole

Associate Professor at Faculty of Philosophy, University of Novi Sad



The Petrovaradin Fortress was the largest fortress of the Habsburg Kingdom, the largest country on the European continent for centuries. After the Great Turkish War between the Habsburg Kingdom and the Ottoman Empire, the territory of today's Province of Vojvodina, with around 2.2 million inhabitants), was almost completely depopulated, being left with some 50.000 inhabitants. The peace treaty between the two superpowers was made in Sremski Karlovci (then Karlowitz), some 12 km south of Novi Sad, and on that occasion, for the first time in history, the round table as a means of diplomatic processions was instituted. Considering that every party

considered itself superior, a round building with four entrances was built, to avoid making one of the negotiating parties feel underrated. The Treaty of Karlowitz ended the Great Turkish war, which started in 1683 with the second great siege of Vienna, which was successfully broken by a coalition of German and Polish forces. To prevent any further incursion on to his capital, the Habsburg King Leopold I decided to build the finest fortress some 500 km southeast of Vienna, which took an amazing 88 years to complete. The Petrovaradin fortress also homes an astonishing 17 km of underground military corridors and tunnels, set in four levels, each of them being nine meters tall. It is one of the precious few European fortresses of such design that have never been conquered.



It is difficult to even imagine the emergence of the city on the left bank of the Danube, Europe's longest and most beautiful river, without the fortress. The mighty Danube flooded the left bank every spring, creating many swamps and ponds, next to which the health conditions were very difficult. In spite of that, the prospect of trade and services that were presented during the build of the fortress drew the first artisans and merchants to settle near the beachhead, which was at first named the Petrovaradin Šanac (Petrovaradin Moat). Those resourceful and energetic men and women succeeded in a mere 54 years to get from the first official mention of a settlement (1694) to buy off the status of a Free Royal City from the Empress Maria Theresia. Back then, this meant that the city was almost a state of its own, with a judicial, administrative and economic autonomy. Unlike the surrounding villages, which relied mostly on agriculture

and winery, the new royal city grew very fast. Although Futog and Sremski Karlovci were founded much earlier, they still, to this day, hold around the same number of people they did 300 years ago. The dynamic city next to the fortress drew a number of people of various backgrounds and ethnic affiliations. Apart from the Serbs, Hungarians and Germans, who made up the majority of the population, we also had Croats, Slovaks, Rusyns, Jews, Romanians, Czechs and others. A great number of people spoke at least four languages – not world languages like today, but the languages of their neighbours. A nice multilingual custom was noted from the everyday experiences. If a couple of people met on the street, and they belonged to different lingual communities, they would try to determine from which lingual community comes the oldest among them, and then start conversing in that language.



Neoplantae (the New Plantation, the official name since February 1st, 1748.) used its amazing natural resource -- not in the direction of rural enterprises, but artisanship and trade. Back then, the Danube played the role of a highway. The great development of the river transport drew Armenian and Greek traders to Novi Sad, who were known as the mediators between the European Northwest and the Near East. Connecting Amsterdam and Hamburg with Damascus and Baghdad was always a lucrative business and during the 19th century, the Danube route was used to export local wines over the Atlantic, especially to New York City and San Francisco. Among them, the most popular was Bermet, a wine whose origins points to the German word vermouth. This wine was produced by the medieval Cistercians, the monks who came to these lands in the 13th century from the French province of Champagne, and were known as stone masons and healers. Bermet, which was initially used as medicine, was created by mixing the wine with more than 20 carefully selected herbs. Today's residents of Novi Sad are not that convinced of its healing powers, but still drink it with great pleasure.

Novi Sad Facts & Figures

Dejan Cvetinić

Account Maintenance Team Lead

Geographical coordinates: 45°15'N 19°51'E

City area: 702.7 km²

Elevation: 72 to 80 m

Climate: humid continental



Novi Sad, the second largest city in Serbia, is the administrative, economic, cultural, scientific and tourist center of the Autonomous Province of Vojvodina.

Conveniently positioned, the city lies on the crossroads of important transit routes, which provides significant comparative advantage. Novi Sad is well connected by both road and railway routes, as well as by waterways. Highways connect it to Northern and Western to Southeastern Europe.

Novi Sad and its surrounding area have always been most attractive for those who were looking for a place to settle. The city's population grew dramatically after WWII. The largest portion of the population originates from Vojvodina (56.2%), followed by settlers from Bosnia and Herzegovina (15.3%) and the rest of Serbia (11.7%).

According to the latest census conducted in 2011, the city has a population of 335,701. This is an 11% increase compared to the count in 2002. This puts Novi Sad way ahead of other cities in Serbia, when it comes to population growth.

The climate in Novi Sad varies from humid continental to continental. Its lucky residents are treated to all four weather seasons. During winter, the cold southeastern wind, which usually lasts for three to seven days, can create snowdrifts during heavy snowfalls and blizzards.

The yearly average air temperature is 10.9°C (50.36 °F), ranging from average lows of -3.1°C (26.4°F) in January to average highs of 28.1°C (82.6 °F) in July. The average annual rainfall is 578 mm, with 122 days of rain or snow.



The Old City Core

Marina Medić
Marketing Manager

Even though the area has been inhabited since the Stone Age, Novi Sad is a relatively new city dating from the end of the 17th century. It emerged out of a small settlement on the left bank of the Danube, opposite the Petrovaradin fortress, consisting of border guards, craftsmen, merchants and farmers, with the main function to fulfill the fortress's existential needs.

In the first half of the 19th century Novi Sad was described by many as the most beautiful town in the lower course of the Danube. The progress was interrupted by tragic events in the middle of the 19th century: after the bombing from Petrovaradin Fortress, the town was almost completely demolished. It took over 20 years for the ailing city to get restored to its old, pre-bombing glory. This is why most buildings, monuments and cultural institutions in Novi Sad originate from the last 165 years. They can all be found in the old town center. Today, Novi Sad is a European city where the past and the present have harmoniously merged into one.

A good place to start the exploration of the old city core would be the left bank of the Danube, right off the place where many tourist excursions from Danube cruise lines do. Even when I take my kids for a stroll down the city center they often want to see if there are any funny looking long river cruisers docked at the bank to admire them. Right after exploring the beautiful Dunavski park (The Danube Park), you can continue your walk through the city's oldest part.



The old city core is an approximately 800 yards long pedestrian zone stemming from the Dunavska ulica (Danube street), the second oldest street in the city, down the Zmaj Jovina street to the Trg slobode (Liberty Square) and stretching left and right through a dense network of smaller, but equally beautiful old streets - a walk that to many, including myself, might resemble a walk down the streets of a smaller-scale Vienna or Budapest.



Dunavska ulica

The second oldest, but definitely the most romantic one, this street originally served as a causeway between two ponds and held its German name "Auf-den-Brück" (On the bridge) for a long time, which later changed to Donaugasse – in German or Duna utca – Hungarian. It served as a route towards Danube and the pontoon bridge connecting Novi Sad with Petrovaradin. Most of the buildings in this street date from the beginning of the 18th century, and are of great cultural, historical and architectural value. Just like in the old days when it housed many small shops and workshops, today it is a convenient shopping lane with a vast variety of goods and crafted items on offer. The street ends

with the building of the Episcopal Palace, the see of the Bačka Episcopacy of the Serbian Orthodox Church (built in 1901), with the Orthodox Cathedral Church (Saborna Crkva) right behind. The oldest preserved house in Novi Sad (1720) known as "At the White Lion's" is located at the corner of Zmaj Jovina and Dunavska street, today an Irish Pub.



Zmaj Jovina ulica

Originally called simply "The Main Street", or "Magazinska" (the "Stores Street"), due to the number of crafts and trade shops it has contained since its formation, it stretches from the Episcopal Palace to the Trg slobode. This is probably the street that has had its name changed the most but its shopping and relaxation spirit has remained untouched. The tram lines from the past have been replaced by numerous coffee shop gardens that come to life with the first sunny day of the year and draw all of those seeking leisure until late in the fall, as long as the weather permits.

Today it bears the name of the famous children's poet Jovan Jovanović Zmaj and features his tall bronze statue. This year has marked 180 years since his birth and 56 years since the beginning of the "Zmaj Children Games" festival, held in his honor - for children, and by children.

Trg slobode

The main city square was built in the 18th century, while most of the buildings surrounding it today date from the first half of the 19th and the beginning of the 20th century. The monumental work by one of the most famous sculptors of the Yugoslav era, Ivan Meštrović – the Svetozar Miletić (1826-1901) monument, holds the most prominent place in the square.

The City Hall building dates from 1895 – it was built in the neo-renaissance style inspired by the Graz city hall. It is dominated by the tall bell tower that originally served as a firefighter lookout tower. The former “Grand Hotel Mayer” from the 19th century now serves as the headquarters of the Bank of Vojvodina. Each of the buildings encircling the square is monumental in its own right: the 72m tall Roman Catholic Church in the Name of Mary, that locals like to call “The Cathedral”; built in Neo-Gothic style in 1893, with the Catholic Plebanija (built in 1808) building right behind it in the smaller Katolička Porta square; the 1909 secession-style “Iron Man” (a.k.a. the “Lead Soldier”) two-story building at the corner between the bank and the cathedral featuring a figure of a man in heavy armor at the top; the monumental orange “Tanurdžić Palace” from the 1930s and the long two-floor building of the Vojvodina Hotel from 1746 (the oldest hotel in the city).





The pedestrian zone stems from these main streets and the square down several different, equally beautiful old streets, Pašičeva, Miletićeva, Modene, Njegoševa, Kralja Aleksandra, Pozorišni trg and more, with many more must-visit palaces, theaters, museums – all in all, the urban city core of the old Novi Sad is an attractive place that not only draws tourists, but the locals alike.

It is a home to a myriad of events held all year round, from saying farewell to the Old and celebrating the New Year; various concerts; Wine, Food, Crafts and Honey markets; the “Zmaj Children Games” festival; The Street Artist festival; The Days of Brazil and its colorful Carnival, Cinema City – just to name a few.

Even when it’s “quiet and uneventful,” it is still a favorite place to meet with friends and enjoy the spirit of this city, by day or by night. There is a funny unwritten rule that whenever people are meeting each other in the center, it will most probably be arranged by the “Lets meet in front of the Cathedral” line. So, a wise piece of advice concerning blind dates in Novi Sad – avoid this line completely - or you’ll probably spend the entire evening looking for your date in the crowd.





Saborna crkva

Marina Medić
Marketing Manager

In and around the city center you can find many different churches: Saborna (The Orthodox Cathedral), Uspenska (Church of Holy Mother's Ascension), Nikolajevska (Church of St. Nicholas), Crkva imena Marijinog (The Catholic "Name of Mary" church), Grkokatolička (Greek Catholic church), Slovačko-evangelistička (Slovak-Evangelical church) and the Synagogue - each magnificent in its own right.

Out of all these places of worship, Uspenska crkva, located next to the Serbian National Theater, is the church that is closest to my heart, since that is where I got married and baptized my children. However, I must admit that I do find "Saborna crkva" to be the most beautiful one, especially on the inside.

Its full name is "Saborni hram Svetog velikomučenika Georgija" (The Cathedral of the Holy Great-Martyr George), but it is commonly known simply as "Saborna crkva" among the city residents. It is located next to the eparchy offices in Episcopal Palace, in Nikola Pašić Street and serves as the seat of the Serbian Orthodox Eparchy of Bačka.

The original church building was completed in baroque style in 1734, out of clinker and brick, but it got burnt down to the ground during the bombing in 1849. Since the original plans were lost, the reconstruction was made according to new designs by Gustav Šaibe, an architect from Pest, a new belfry was erected, and additional two windows were built in the apse. The church then went through a period of slow decay, only to be renewed in 1902 by Mihail Harminc, an architect from Budapest. New bells were ordered from Budapest for the new, much higher belfry.



The church's beautiful interior includes twenty six icons on the iconostasis, two historical paintings above the choir-stalls and two large icons (on the Godmother's and the archpriest's thrones) made in 1905 by Serbian academic painter Paja Jovanović, who also supervised the wall decorating. The window vitrages were made by Imre Zseler in Budapest after the drawings of Paja Jovanović. The wall paintings were made by Stevan Aleksić.



The Name of Mary Church “The Cathedral”

Dimitrije Božović
Peer Review Analyst - CSR

The Name of Mary Church in Novi Sad, also known as “The Cathedral”, is a landmark and a beautiful building in the city center. Located at the main square, it is the tallest building in the city center, and along with the Petrovaradin fortress, the most memorable historical architectural feature in Novi Sad.

The tower is 72 meters high and it dominates the city center as most of the buildings are from the beginning of the 18th century – high ceiling, but fewer floors.

A charming curiosity is that, when broken, there seems to be only one person in the city who knows how to repair the Cathedral’s gigantic clock. As the tower is by far the tallest structure in the 2 km radius, the lightnings often find their way to the clock’s mechanism.

The priest in the Cathedral, Janoš Striković is a true representative of the people of Novi Sad. Patient and quiet, he is highly knowledgeable of the city’s history and will happily guide through some details from the Cathedral’s history.

The Church itself was built on the foundations of the old one which was damaged during the Revolution of 1848, so, as it was built in 1894, its history can be associated to the church that was on the same spot earlier. This was a small building finished in the first decade of the 17th century and was demolished during bombing in the mentioned revolution.

The Synagogue

Marina Medić
Marketing Manager

Designed in the style of the Hungarian secession by the Budapest native Art-Nouveau architect Lipót Baumhorn, designer of 22 synagogues across the Austrian empire, today's Synagogue is the 5th one built in this city. It was completed in 1909 and together with the school and the seat of the Jewish municipality it forms a very harmonic architectural ensemble.

High above the Synagogue's main gate one can still read the semicircular inscription taken from the Book of Isaiah 56:7 „Ki beti, bet tefila ikara l'kol haamim” - „...for my house will be called a house of prayer for all nations...”.

Only about a quarter of the more than 4,000 Jews of Novi Sad survived the Holocaust that followed the German invasion of Yugoslavia in 1941 and the annexation of Novi Sad to Hungary. After WWII it almost stopped serving the religious purpose it was built for.

For nearly two decades, due to its outstandingly acoustic interior, this magnificent building has been serving as one of the most popular concert halls in the city.





Jovan Jovanović Zmaj

Strahinja Kešelj

Cloud Admin Team / Peer Review Administrator Lead

Jovan Jovanović Zmaj is one of the most notable people born in Novi Sad. If there is a lesson to be learned from his life, it is not to take anything for granted and to always look for happiness at every stage of our lives. He was born at the time when new Serbian aristocratic class was emerging and his contributions were immeasurable. He was a versatile figure, involved in all aspects of cultural and political life. His prominent family set high expectations before him and, to conform to his contemporaries, he graduated from law school, but then discovered he was drawn to a more noble calling of medicine. Aside from being a practicing physician, he was heavily involved in publishing activities. The one thing that sets him apart from the rest of the people who walked these streets is his distinction as the most important children's poet in Serbian literature.

His is a story of enthusiasm, fulfillment, adversity, but first and foremost - giving. Everyone who attended school in or near Novi Sad has at some point been taken on a spring field trip to Zmaj's house in Sremska Kamenica, once even named Zmajeva Kamenica in his honor. Having in mind that he wrote the most beautiful collection of children's poems, it is only fitting that his house becomes the home of child's play every spring. His wife Ruža was named after a flower rose and his idyllic early family life inspired "Little Rosebuds". Every kid in Serbia has once performed a rendition from this collection. At the time he was consumed by happiness, writing poems which included narrative from a father's point of view, mother's, daughter's, son's. Such was his vigor.



It wasn't to be. His wings were clipped by a tragedy which left a father, with physician's skills rendered useless, unable to protect what he held dearest. His wife and all of their five children passed away. His pen cried along with him as he found solace in poetry. Unfathomable pain in "Faded Little Rosebuds", a collection of poems, speaks volumes of his inner unrest.

Rarely have there been men so deprived of life's joys, men who have endured torment to such extent, but who sustained their capacity for benevolence. He lived for some thirty more years writing poems for children, but the biggest testament to a great visionary that he was remains the publication *Neven*, the first ever children's magazine and his endowment to future generations of kids. He is paid homage every year during the festival "Zmaj Children Games" which is held in front of his monument in the main city street that bears his name.

If you hold it true that the act of giving enriches one, then Zmaj was the richest man who ever lived in our city.



Svetozar Miletić

Strahinja Kešelj

Cloud Admin Team / Peer Review Administrator Lead

Svetozar Miletić is arguably the most prominent person who walked these streets. His name is embroidered into our city like non-other. The entire downtown is one huge tour of Miletić's legacy. As you pass buildings, streets, monuments or other landmarks that owe their presence to his wisdom, you begin to realize how big of an impact he's made. He indebted our city for generations to come and left us not only superior architectural buildings, but institutions of paramount importance. It is too close to call what could be his biggest contribution to the cultural heritage: Serbian National Theatre, the most recognizable landmark of the city and Matica Srpska, the oldest cultural institution our nation has, which he helped transfer from Budapest, are both a must see for any tourist.

It might strike you as odd when you realize that, wherever you find yourself in the downtown area, you are either next to or in line of sight of at least one thing that is closely related to or bears Miletić's name. A monument to this well versed and shrewd politician stands tall on the main city square. His watchful eye oversees the city hall and serves as a reminder of how much one can achieve for his fellow citizens.

This monument is the gathering point, the place where people always flock to and come together. Whether you are meeting a friend before sitting down for a cup of coffee on a cold night, or if a crowd is gathering to welcome the national volleyball team, you will pass by Miletić. It's simply a given. At the foothill of the monument at virtually any time of day, you'll see children playing, running around, chasing each other, screaming gleefully. The Night will paint its distinctive picture: at dusk someone will bring a guitar and start playing, making the place calmer, yet more alive with a different kind of energy.



Miletić's street, specked with avant-garde bars and art studios, embodies his spirit and amplifies the charm of the old town. The street offers a unique itinerary which, as expected, has regional seats of various political parties, but more importantly boasts Austro-Hungarian architecture, churches and ends as pedestrian zone in downtown.

It is only fitting that a man once hailed as "the best pupil who ever attended the gymnasium" has a school named after him. Not many people get schools named after them and high school Svetozar Miletić is a sign of recognition to his contribution as a beacon of education.

If his statue, commanding the utmost respect, would stand tall for centuries to come, it wouldn't be too long because it is inseparable from our city.

Famous People from Novi Sad

Branimir Bojić

Implementation Project Manager



Pavol Jozef Šafárik (1795 – 1861) – the leading figure of the Czech national revival and a pioneer of Slavonic philology and archaeology. A very influential figure in the standardization of the Serbian language, he was also the headmaster of the Serbian Gymnasium in Novi Sad. He was the progenitor of a discipline he called Slavic archaeology and the writer of the first history of the Serbian language. He is also noted as the first reformer of the educational system in Serbian schools, collector of folk poetry and a strong proponent of the Slavic national awakening.



Josip Jelačić (1801– 1859) – Ban of Croatia. Born in Petrovaradin, one of the boroughs of Novi Sad, he is considered the father of modern Croatia. Born into a wealthy family, he received the finest education in Vienna, at the prestigious Theresian Military Academy. He supported the independence of Croatia from the Austrian throne. However, he did stand on the Austrian side in the Hungarian Revolution of 1848 and earned the status of a national hero in Croatia. He officially became Ban in 1848 and was sworn into office by the Serbian Orthodox Patriarch. He was heavily involved in the war with Hungarian separatists and ensured Croatia's autonomy by aligning himself with Austria.



Đura Daničić (1825 –1882) – was one of the greatest minds of the Serbian romanticism period. Born in Novi Sad as Đorđe Popović, he attended schools in Bratislava and studied law in Vienna. A philologist, translator, linguistic historian and lexicographer, he remains the biggest worker on documentation and attestation of the Serbian Language. He was a prominent figure in the Serbian orthographic war of the 19th century where he propagated, alongside Vuk Stefanović Karadžić, the use of phonemic orthography, which later prevailed and became standard in South Slavic languages. He was also closely tied to the Illyrian Pan-Slavic movement. His translation of the Old Testament, alongside Vuk Karadžić's translation of the New Testament is still in use today.



Laza Kostić (1841 – 1910) – a poet, prose writer, lawyer, philosopher, polyglot, politician and arguably one of the most influential Serbian thinkers of the late 19th and early 20th century. A fervent promoter of the study of the English language, he is also noted for the systematic translation of Shakespeare into Serbian. He was a noted political figure as well, twice being the mayor of Novi Sad and prominent figure of the Serbian Independence movement, alongside Svetozar Miletić and Jovan Jovanović Zmaj. Today, he is most famous for his poems and his role as the predecessor of the avant-garde and other creative experiments which prevailed in Serbian poetry later on. Despite his fame or infamy as an eccentric, he was probably the greatest Serbian erudite of the age. One of his most famous works is the romantic poem “Santa Maria della Salute.”



Uroš Predić (1857 – 1953) – one of the greatest Serbian realist painters, alongside Paja Jovanović. One of his most famous works is *Kosovka devojka* (the Kosovo maiden), based on the Serbian epic poetry. He also worked as the assistant professor at the Art Academy in Vienna. During that time, he painted 13 paintings of mythological content for the parliament building in Vienna. Most of his works are inspired by the national and historical motifs, but he was also an accomplished portraitist, painting some of the most famous literary and political figures of the era.



Dr. Adolf Hempt (1874 – 1943) – was the founder of the Pasteur Institute in Novi Sad. He is also known for the stabilization of the Pasteur’s vaccine against rabies, making it easier to distribute it to distant places. His method of producing vaccines was used in all Central European countries and the vaccine was being produced based on his technology up to 1989. The vaccine is still being produced with the same methods today in South America, as the modern counterparts still cannot be transported safely to areas as remote as the Amazons. He also industrialized the vaccine production, making it low-cost and widely accessible.



Mileva Marić–Einstein (1875 – 1948) – the first wife of Albert Einstein. One of the first female students at the Zurich Polytechnic University, where she met a young, perspective student named Albert Einstein. There have been a number of theories as to how much Mileva was involved with Einstein’s Special Theory of Relativity, but, apart from a few fringe theories, it is generally assumed she had little or no influence. Their marriage collapsed sometime in the early 1910s, and she gave up her scientific carrier and focused on her family. Einstein asked her for a divorce in 1916. After World War I, their divorce was finalized. Part of their agreement was that Marić was to receive the monetary award of the Nobel Prize if he ever won one. Einstein was awarded the Nobel Prize for Physics in 1921 and Marić was given the prize money.



Vasko Popa (1922 – 1991) – one of the most distinct literary voices in communist Yugoslavia, largely considered the greatest Serbian poet. He wrote in a succinct modernist style that owed much to surrealism and Serbian folk traditions, marking a strong contrast to the Social realism narrative that was prominent in Eastern Europe during the post WW2 era. He was, in fact, the first poet in Yugoslavia to break away from Social realism. His poetical language is mystical, pagan, but poured into modern forms, and often expressed through colloquial speech and common idioms and phrases, epic and lyric poems, stories, myths and riddles. His most famous works are the *Crust* (1953) and the *No-Rest Field* (1956). He is considered one of the most translated Serbian poets.



Yosef “Tommy” Lapid (1931 – 2008) – was an Israeli radio and TV presenter, politician and government minister. He headed the secular-liberal Shinui party from 1999-2006 and was a fierce opponent of orthodox and conservative parties. He sought to exclude any religious connotation from the legal structure of the Israeli State. He was born in Novi Sad, as Tomislav Lampel. His father was a famed Novi Sad attorney and journalist. During WWII his family was forced into the Budapest Ghetto, from which his father never returned. After the war, he immigrated to Israel. In 2006, he was appointed as the chairman of the Yad Vashem Memorial Center. In 2011, a street in Novi Sad was named after him.



Mika Antić (1932 – 1986) – one of the most beloved poets in recent Yugoslav history, Mika is, to this day, best known as a children's and youth poet. His poetry is marked by delicate and gentle sentiments, which stood in stark contrast to his bohemian lifestyle. His writing could be summed up in his address to children: "My poems are not poems, but letters to each and every one of you. They are not in these words, but in you, and words are only to be used as keys, to unlock the doors behind which some poetry, already experienced, already complete, told and retold, awaits for someone to set it free".



Danilo Kiš (1935 – 1989) – possibly the best-known ex-Yugoslav writer alongside Nobel laureate Ivo Andrić. A novelist, essayist, poet, and translator whose work generated storms of controversy in Yugoslavia, but today holds classic status. He is well known for his innovative brilliance as a storyteller and for his profound meditation on history, culture and the human condition at the end of the twentieth century. His two most notable works are *A Tomb for Boris Davidovich* and *the Encyclopedia of the Dead*. His style is reminiscent of Borges, with falsifiable documents and history, a stenographic narrative. His life tells its own story – Kiš's father was a Hungarian Jew, his mother a Montenegrin Orthodox. The father disappeared into the Holocaust and the son—cosmopolitan, anticommunist, and passionately opposed to the myth-drenched nationalisms of his native lands—grew up chafing against the hypocrisies of Titoism and the emerging nationalism.



Monika Seleš (1973) is probably the most famous daughter of Novi Sad. She won her first tennis Grand Slam at the age of 16 and went on to win 8 more before her 20th birthday. She represented both Yugoslavia and later the United States on various tournaments and the Olympics. In 1993 she was attacked by an obsessed Steffi Graf fan who stabbed her. It took her two years to recover from that incident, but after that, she went on to help the USA win the Fed Cup in 1996, 1999 and 2000. She officially retired from professional tennis in 2008.

Novi Sad – Student City

Maja Mandić

Peer Review Analyst - AM

Situated in the heart of Vojvodina, Novi Sad stands out not only as the administrative, economic and cultural center, but as a distinguished academic capital.

The University of Novi Sad consists of 14 faculties. Majority of them – the Faculty of Philosophy, the Faculty of Agriculture, the Faculty of Technology, the Faculty of Law, the Faculty of Technical Sciences, the Faculty of Sciences and the Faculty of Sport and Physical Education – are seated on the University Campus, in the vicinity of the city center and the Danube. The Academy of Arts occupies exceptional premises of the Petrovaradin Fortress, a representative 18th century masterpiece. The Faculty of Medicine is located in the vicinity of the Clinical Center.

Its prominent student square, student dormitories, cafeteria, the Student Health Center and many other facilities, make it a focus of many social, professional, cultural and sports events, as well as a lively and engaging place for young people.

Student activism in Novi Sad has always been remarkable, especially during the difficult periods of recent Serbian history. Among many events, cultural and artistic performances, as well as political organizations that were created during that time, one of them stands out as the one that put Novi Sad on the map of the most influential music and social events in Europe – the Exit festival.

This is the reason why an increasing number of students from other countries come to Novi Sad every year to experience a different culture, volunteer and take part in numerous scientific and social activities.



The Student Cultural Center of Novi Sad (SKCNS) organizes numerous cultural events throughout the year. The most memorable part of student years for me were rock concerts, and most of them are still organized by the SKCNS (around 60 per year). There is also a great choice of happenings for everyone; classical music concerts, various exhibitions, speeches, debates and round tables which take place every month. What is more, the SKCNS also organizes major annual festivals, such as the Rhythm of Europe (celebrating Day of Victory over Fascism), Film Front (a festival for small and independent film producers), Comic Weekend (the first comic strip festival here) and TO BE PUNK (punk music festival). As a publishing company with limited financial possibilities, the SKCNS still manages to produce several comic strip compilations, books and a dozen music releases each year.





Serbian National Theatre

Marijana Radomirović

Peer Review Analyst - Professional Editorial Support

Located right in the heart of Novi Sad is Serbia's oldest professional theatre – The Serbian National Theatre, founded on July 28th, 1861.

Thanks to this cultural mecca, over the years, many cultural institutions have been created, including the most famous national festival of drama and theatre, Sterijino Pozorje (Sterija Theatre), established in 1956. Today, this is one of the most honored art events in Serbia.

The new building of the Serbian National Theatre, which at that time represented an architectural wonder, opened its doors on March 28th, 1981. Its architect, Dr. Victor Jackijević disowned his “baby” since the building was much lower in comparison to his original plans. He wanted high ceilings that conjured the magic of theatre, but the communist era of that time aimed for more down to earth and common impressions.



For some, this building represented a shame and disgrace to the center of Novi Sad considering that much of the historic center had to be demolished and removed together with the old Serbian cemetery because the building was too large. For others, it represented a symbol and character of modern and magnificent 'Serbian Athens' which always excelled in comparison to the other cities of the former Yugoslavia.



I grew up in that building. I've made my first steps there. I still feel the taste and smell of hot chocolate from the coffee machine my dad would give me when I came to visit his place of work. These huge coffee machines could not be found anywhere else in the city but in this strange and enormous white building that was anything but ordinary. To me, it represented a magical entrance to the world of surreality and dreams, undiscovered and changeable universe. Stretching over more than twenty thousand square meters, there are three stages with 1,500 seats, with artistic troupes for drama, opera and ballet.



That unexplored world was always offering new challenges, new dimensions, unexplored passages, secret corners and hidden little nooks. My partner in crime was my best friend, whose mother was a ballet dancer. We would put on costumes from operas and dramas and pretended that we were well-known actresses, great ballerinas... We would put on wigs and clumsily apply red lipstick, and try awkwardly huge dresses in desire to imitate movements from some plays. As we walked through the

endless corridors we would hear the sound of piano playing, voices of actors, tapping of ballet shoes and laughter. The entire experience was nothing short of magical. Even though I'm all grown up now, I still look forward to each visit to our theatre, as the magic lives on and I discover a secret password to enter somewhere new.





The Street Artist Festival

Kosta Popadić
Peer Review Analyst

The Street Artist Festival (Serbian: Festival uličnih svirača) has been a great attraction in Novi Sad since its debut in 2001. Various street artists from all over the world use this event to express their unique ways. Street playing and performing is a way of life for these artists. It has already become a tradition that with the first days of September, musicians, singers, dancers, actors, mimes, jugglers and others flock to Novi Sad, transforming it into a week-long creative workshop for the arts and breathtaking entertainment.



Performances are presented on 6 stages that are situated across the streets of the city center. Each year, the festival hosts more than 150 performers. Apart from local artists from within Serbia, performers from Austria, Germany, The Netherlands, Great Britain, Portugal, Spain, Greece, Croatia, Italy and Slovenia are just some of the number of countries that were represented in Novi Sad's streets.

Various music genres are often supported by extraordinary instruments. During the festival, you can also admire talented groups of acrobats and dancers.

The festival originated with the aim to promote the tradition of street performing as a special aspect of the urban culture.



The first thing that will grab your attention during this event is the atmosphere that is almost like the one felt at large carnivals around the world. Fabulous costumes, colorful make-up, and orchestral music are everywhere you look around. Over the past thirteen years, the Street Artist Festival has become an integral part of the cultural life in Novi Sad and has largely contributed to the popularization of street theatre and music, since it is the only event of that kind in Serbia. Being international in character from the very beginning, the Festival has kept attracting more and more attention year after year, both from the locals and the widespread audience, and thanks to its foreign guests, it has garnered attention outside Serbian borders as well.

Parallel with the Street Artist Festival, this season, as well as the next one, a project called "Circus as a Way of Life" will take place, with the help from the European Commission. This two year regional project is humanitarian in nature and aimed at helping marginalized young people, who live and work on the streets, through art workshops and public performances. The program will take place simultaneously in four different city regions - Novi Sad, Gračanica, Tirana and Varaždin.

"The Festival of Street Musicians is a festival where you can see unusual instruments, dances and acrobatics. It's very interesting for children."

Ljilja Hornjak

"The Festival of Street Musicians is my favorite festival because it gathers together the artists and musicians from all over the World. During that time, the streets of Novi Sad become crowded and joyful."

Ksenija Golubović

"The Festival of Street Musicians is one of my favorite cultural events in Novi Sad. There are a lot of good performances to see, from circus acrobats and good music bands to some Brazilian capoeira music artists."

Goran Žegarac



Cinema City Film Festival

Isidora Rajšić
Implementation Project Manager



One could argue that Novi Sad is a pretty magical city. When you combine that with the magic of the cinema, quite a spectacular thing happens – an event called Cinema City.

The concept originated in 2007, when the Exit Organization, by then well established in the festival arena, decided to build on the existing foundation of the Film Festival in Serbia. Their idea was fresh and intriguing: establish an international film festival in Novi Sad, boosted by music and academic content, at over 20 different locations in the city, most of them outdoors.

Residents and visitors alike embraced this event wholeheartedly.

The summertime festival quickly emerged as one of the most cherished goings-on, attracting audiences to city parks, town squares and other well-loved locations for a night at the movies.

The program covers both, the national selection, as well as a roster of foreign titles. One particular country is chosen each year, spotlighting several titles from their most acknowledged directors.

A category that garners particular interest by both filmmakers and audiences is one called "Up to 10,000 Bucks". It showcases films made on a budget of \$10,000 or less, attracting submissions from virtually all corners of the world. This type of encouragement of talent operating on limited means is something artists in Serbia are all too familiar with, making such a category that much more relevant.

The "National Class" category features the most notable cinematic achievements of the national cinematography, many premiering at the Festival itself.



A number of educational workshops, covering different aspects of filmmaking and the industry in general, gather artists, theorists, critics and alike, joining their creative efforts in breakthrough brainstorming sessions and discussions.

The start of Cinema City is spectacularly celebrated by a well-known and eagerly awaited party on the Petrovaradin Fortress, where a myriad of popular bands and DJs, which in the past included actress Juliette Lewis and the Licks, create a night that is talked about days later.



The "Exit" like vibe is felt throughout this event and for a good reason: the idea of blatant openness, boundless creativity and the overall feeling of belonging to something greater than ourselves, becomes palpable.

It becomes more than evident that for the next eight days, the City will be all about the Cinema, and the Cinema will infuse the City with a fresh dose of magic, hopefully, for many years to come.



The Night of Museums

Ivanka Jević Ajcev
Client Manager



For one warm night every May my family and I go out into the streets of Novi Sad eager to view displays of local museums and galleries, bumping into old friends and acquaintances doing the same... It is the Night of Museums!

This international event has been held in Novi Sad for the past 10 years and it has turned out to be a huge success – 120.000 visitors in 2013.

About 40 museums, galleries, cafés and other public institutions in Novi Sad prepare different artistic programs and open their doors to visitors from 6 pm 'till 2 am. With one entrance pass you can access all exhibits.

Year after year, Museum of Vojvodina witnesses unrelenting queues of people. Its regular exhibition shows the development of Vojvodinian society for the past 800 years, with the most valuable museum pieces being three luxurious Roman parade helmets, unofficial trademarks of the museum. For one's pleasure there are exhibitions such as the history of soap, the first pregnancy tests, or Yugoslav gramophone record production.

Nearby Museum of Modern Art presents most eminent local painters, photo exhibitions and art workshops for children.



The local Fish market is the place where you can take a break and grab an organic salad, homemade cakes, apple cider from a local farm or chat with actors from a very popular comedy show currently broadcast on the Television of Vojvodina called "Državni Posao" ("Government Job").

On the Gallery Square there are programs in three different galleries. In the garden of the Memorial Collection of Pavle Beljanski, students of the Art Academy paint on site, accompanied by a Jazz Quartet live performance. In the Gallery of Matica Srpska you can admire masterpieces of Serbian painting from the period of 18th up to the early 20th century. In the Gift Collection of Rajko Mamuzić you can watch the process of artwork printmaking.

Batman exhibition awaits you in the American Corner and if you fancy watching some fencing stroll down to the Platoneum building.

The history of Petrovaradin's weddings could be seen in the Church of St. Juraj. Climb up the Petrovaradin fortress and you will get a chance to go inside the big clock tower, the symbol of Novi Sad. Or take a tour of some of the regular collections of the Museum of Novi Sad – Petrovaradin fortress in the past, Underground military galleries and Novi Sad from 18th to 20th century.

To see all 40 sites is quite impossible, simply due to the fact that you constantly stumble upon familiar faces and make numerous pit stops. However, the entire experience, under the bright night sky of May, is what makes the Night of Museums my favorite event in Novi Sad.



Exit Festival

Bojan Miletic

Cloud Admin Team / Peer Review Administrator



My year of 365 days is divided into 361 days of eager expectation of Exit Festival and 4 days of enjoying it. For when the fireworks light up the sky above Novi Sad and mark the beginning of a four-day spectacle, all worries disappear into thin air, all obligations are obligations no more and energy is focused in one direction – a mandatory good time. It all goes on and on until the moment when similar fireworks, four days later, signify its end.

Once upon a time, in the year 2000, Exit started as a way out of the glooming political chaos in Serbia and since then, it has become the city's ticket into the major festivals league of European capitals. For me, personally, it represents an escape button from the everyday rut, always different and always unforgettable. In the eve of Exit, I don't shut an eye, in anticipation of the next day. As early as 6 p.m. the fellowship is gathered, packed with must-have 6 packs of beer, as we head towards the Petrovaradin fortress – which will be our home for the next four days of bliss. Every person carries their own basic survival kit: a spare T-shirt, a cell phone, an ID and some money. I feel like an alien when I find myself, at 500m from the bridge, in the cacophony of all kinds of different languages. Myriads of people dressed in their own styles, smiling and in good spirits, mingle around singing, jumping and screaming. We reach the bridge which joins Novi Sad and Petrovaradin and its very crossing represents the most beautiful moment of Exit for me, the one in which you can experience the soul of the festival. An endless caravan of people slither towards the gates and there begins the ascent.

After so many years of attending the festival we are equipped with the knowledge of some shortcuts and we successfully manage to avoid the crowd at the entrance. My nerves are



frayed and I rush my friends since I can already hear the intro of Moby's hit 'Extreme Ways'. We are positioned at the left side of the stage and for more than 90 minutes we sway and jump to the sounds of every beat. The concert ends with the famous 'Lift Me Up'. What a fantastic concert and it's just the beginning!

We use the short breaks between shows to grab a bite (since the anticipation of the event made us oblivious to the need for food) and tour other 20 stages offering any type of music you can imagine. The Fusion Stage is a must where we always listen to Serbian bands, followed by the Reggae Stage which carries us back to the Main stage for the performance of the Prodigy.

There are 40,000 people there. The band addresses the audience in fluent Serbian and the hits come pouring in, one after another: 'Breathe', 'Poison', 'Spit Fire', 'Out of Space'. The highlight of the night is achieved in the rhythm of 'Invaders Must Die'. It's two hours of complete madness, jumping and howling. I am no longer sure if I am jumping on my own or being lifted by the crowd. I lose my voice as well as my T-shirt. Two of my friends, festival newcomers, look at me in disbelief and wonder why they've been missing out on something like this for all these years. Midnight is behind us and we move on to the Explosive Stage to indulge in some metal music. Of course, some head banging is mandatory, 'till we drop. At 3 a.m., by



default, everyone heads towards the Dance Arena – the largest electronic music stage in this part of Europe, presenting the world’s best DJs together with visual effects and lasers, playing music that won’t let you stop and think how exhausted you are. We welcome the sunrise among 20000 people who do not stop to catch their breath even for a second. With heavy feet, we head towards the exit, but then we change our minds and decide to have another round by one of the stages along the way – not to quench our thirst but to prolong the night. We arrive home in dirty shoes, with dusty hair and an occasional scratch. While summarizing impressions, we reach the conclusion that this is just the beginning since there are three more days ahead. We take a well-deserved nap for a couple of hours after which we merge again with the concert-going crowd.



“The Exit Festival - 4 sleepless nights with positive spirit in and around the city; good music, but also great fun between concerts. An interesting thing is that I’m rarely tired during the event.”

Dimitrije Božović

“My favorite cultural event is the Exit Festival, a music festival which combines many different music styles and gathers people from different countries.”

Ivana Cvejic



“Exit Festival blends the wonderful uniqueness and tranquility of Novi Sad with a broader, world-like atmosphere that a festival of such magnitude brings along.”

Isidora Rajšić

“Exit has given us the chance to enjoy the performances of many of the top names in music today, but also some great stars of the not so distant past. I would have to split the title of “My all-time favorite Exit experience” between two outstanding performances: Billy Idol, who took me back to my big time fun high school days, and Portishead – my all-time favorite band. Both blew me away in a completely different but awesome manner.”

Marina Medić

“I like Exit because for a few days it turns Novi Sad into a real melting pot of cultures, where you can meet people from all around the globe and share your interests and ideas with them”.

Goran Žegarac

“There are many favorite Exit experiences in my 13 years of “exiting” at the fortress. Maybe the 2003 exit will stick as the longest summer of my life, after high school graduation. One of my favorite concerts at the Exit main stage could be the concert of Pekinška patka, not so much for their playing, but more for their youthful energy, the excitement of the audience. We have been listening to their records at almost every home party, and we were convinced for all these years they will never reunite.”

Jelena Tipšin



PSG Recommends: The Petrovaradin Fortress

"Any first-time visitor to Novi Sad must not miss seeing the Petrovaradin Fortress. It's an old historical fortress with a beautiful view – you can see almost the entire city from it. Its located on the right side of the Danube river, and it takes about 15 minutes to reach it from the city center. In case you get thirsty or hungry, there are few restaurants where you can fulfill your needs."

Bojan Terzić

"Petrovaradin Fortress is one of the most beautiful spots in the city. For visitors it's interesting to see The Clock Tower, The Town Museum and Fortress stairways. From the Fortress, you can see the entire city of Novi Sad."

Ljilja Hornjak

"Every new comer should visit the Petrovaradin Fortress, the historic, beautiful place which is placed above the Danube river, and has a view over the entire city."

Ivana Cvejcin

"Petrovaradin fortress in combination with the Danube is something that makes Novi Sad so special."

Goran Žegarac

"Petrovaradin Fortress is a place where the view of Novi Sad stretches away in all its beauty. The reversed hands on the clock tower, the quaint many buildings of the bastion are all about telling captivating tales of the past."

Maja Mandić



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The Danube is My Sea

Slobodan Todorov

PHP Programmer

Everyone's heard of "The Blue Danube", a waltz composed by Johann Strauss, right? It's a great river and, every time I look at it, Strauss' waltz echoes in my ears. I always refer to the Danube as my sea and it truly does give that impression, especially to young kids. I still remember going to Štrand, the city beach, with my parents. Lying in the warm sand and looking across the river at Fruška Gora was my favorite pastime. Well, that, and swimming around in the Danube until my skin gets all wrinkled from water. I remember my mother trying – and failing – to get me out of the water to dry off, just for a bit.

Some years later, as I got into my teenage years, the Danube and the beaches became even more interesting. Only then, I wasn't looking at the slopes of Fruška Gora, as girls became my main focus. Entire summers were spent with my friends on the banks of the Danube, be it the city beach or one of the many "wild" beaches, just relaxing, swimming, or barbecuing.

When I got a bit older, I'd go with friends for long walks along the river. Imagine the Danube quay as a very long promenade, starting practically in the center of the city, and going upstream all the way to the city beach. I say all the way, because there's some 3 kilometers to walk, and your feet definitely feel it. Where it's maybe tiresome for your feet, your mind will have a field day. Looking right, you'll see Petrovaradin Fortress across the river, you'll pass by Raid Victims Memorial, all the while enjoying a gentle breeze (sometimes, not so gentle), and I can swear, you can often smell the sea in that breeze.



We'd often pause by the Memorial, look at the fortress, perhaps meet some of our friends there, and have a brief chat. Moving on, the Danube would disappear from our sight, only to be replaced by lovely green treetops. If you tried, you could see the river between the trees growing right next to it. It's a lovely stretch of quay, and it gives off that romantic note.

Then we'd pass the city beach, which nowadays remains open at night, with many cafés, loud music, and a great number of people enjoying warm summer evenings by the Danube. There is a very active life next to the Danube River, which further supports my earlier claim – the Danube is my sea.







Štrand and Quay

Sonja Stojanović

Peer Review Analyst - Professional Editorial Support

If you decide to visit this beautiful and interesting city, you should definitely make your visit in the summer. If you prefer hot weather, the beach, swimming and nice long walks, the summer in Novi Sad will fascinate you.

The most beautiful places in the city surely are the walking trail “Kej” (Serbian for “Quay”), and the beach on the Danube River – Štrand. If you’re into exercise or just chilling, Kej and Štrand are the right places for you to relax or to keep your adrenaline high.

The beach got its name after the German word “sand”. This sandy beach is well known and visited by numerous residents of Novi Sad, and not only by them. People from all parts of Serbia like to come here and hang out with their friends and families. From May ‘till the end of September, this gorgeous beach will offer you all different kinds of fun. The city beach is packed with bars and coffee shops, where you can refresh yourself and take a break from lying in the sun or a game of beach volleyball. In order to keep the beach clean and tidy, one must pay the entrance ticket – a symbolic 50 dinars (0.25 Euros). The beach opens its gates at 8 am and stays open until midnight. As much as most of us would like to have this beach open all night, it is a very good idea to close the beach gates at midnight in order to preserve its premises as much as possible.

Štrand and Kej are very well known by many interesting manifestations that take place on their grounds. In addition to the music festivals held on Štrand every year, people can also enjoy many other activities on Kej such as: riding a four and six wheeler bicycles, roller blades as well as motorcycles, also including free climbing and beach volleyball. However, many would agree, that drinking beer on Štrand is still the most popular sport ever!



City Parks

Saša Radišić

Cloud Admin Team / Peer Review Administrator



Novi Sad has several parks. Some of them are quite landscaped and even under the government's protection as natural monuments. They're all located in the middle of an urban area, and therefore very useful as "the lungs" of the city.

Let's start from, what most would call it, the prettiest one – The Danube Park. If you find yourself in the city center and you walk through the main street, you will definitely end up in this park. In the middle of it, there is a pond with an islet. The islet has a small house, which is actually a home for the most famous couple of swans in Novi Sad – Isa and Bisa. This park lives 24 hours a day. It's not unusual to see newlyweds taking their wedding photos, tai chi classes in the morning during the summer, or small and rather romantic music performances in the evening. This park truly represents the spirit of Novi Sad.

The Railway Station Park got the name because it is right next to the railway station. It has numerous playgrounds for children, and as the Liman Park, it's popular among dog owners, who walk their pets there freely. The Liman Park is really spacious and it even has a fresh-water spring. The Kamenica Park lies on Danube's banks, and it's well known for its scientific, ecological and recreational function. It is an immensely popular site for day-long picnics.



Personally, my favorite one is Futoški Park (Futog Park). Spacious, not overcrowded, with garden paths, alleys and an irregularly-shaped pond, make this park my oasis in the middle of the city. It doesn't matter if you're tired, nervous or troubled by burdens – this park has a cure for all these problems. It provides a spot to hide or relax, to share with loved ones or to seek solitude. This park has it all.

It doesn't matter if you are a romantic, a dog owner, or simply an honest nature lover, it would really be a shame to visit Novi Sad and not experience at least one of our cozy, tucked-away parks – some of our most cherished treasures.





Fruška Gora

Maja Vujović

Cloud Admin Team / Peer Review Administrator

Fruška Gora, an island mountain formed some 90 million years ago, is the oldest Serbian National Park and favorite weekend resort for citizens of Novi Sad. It is a jewel of nature bright and mysterious in its beauty.

I used to spend every school holiday in the cottage on one of the mountain slopes, with my grandmother and grandfather. My grandfather was a famous winemaker who had his own tavern. It was closed many years ago and, of all inventory, only two huge barrels are still in the basement which we use for our personal needs. Winemaking is a family tradition.

Due to its fertile soil, Fruška Gora is well known for its wines. Two of them are Portogizer and sophisticated aromatic Bermet which could be found on the Titanic's wine list. Who knows, maybe they served my great grandfather's wine those days.

As a child, I would go for long walks looking for orchids. Many of them are now on the list of protected species and it's very difficult to find them. My grandfather also taught me how to find edible wild mushrooms. We used to run around looking for them with our little mongrel Alberta which my grandfather trained for this purpose.

What never changes is the scent of linden flowers which in summer reminds me how much I love this place. You just have to taste great homemade linden honey from this area.

If you are lucky, maybe you'll see one of the two magnificent birds that reside here: white-tailed eagle and eastern imperial eagle. However, if you run into a wild boar or red deer, you're in trouble. In the breeding season, the deer is not a cute and friendly animal at all, but don't worry, you'll probably only see small animals such as rabbits, pheasants or squirrels if you stick to well-used mountain paths.

I believe that our ability to appreciate and use what Fruška Gora has to offer depends on our ability to connect with nature. I spent my entire childhood in this beautiful place and there are more than a thousand reasons why I keep coming back whenever I find time for it.



"An event that you shouldn't miss in Novi Sad is the Fruška Gora Marathon. It is a hiking and recreational event and Fruška Gora is a place where you can be one with nature. The event traditionally happens at the end of April ever since 1978, and is usually visited by more than 10 000 participants from many different countries. There is a variety of hiking tracks through Fruška Gora mountain, ranging in length from 2.5 to 70 miles. This is a great way to spend a day or an entire weekend with your friends, hiking and hanging out in the great outdoors."

Goran Žegarac

"When it's sunny outside, I like hiking through the woods of Fruška Gora where I can always enjoy the fresh air and the beautiful nature."

Ksenija Golubović





Monasteries of Fruška Gora

Maja Vujović

Cloud Admin Team / Peer Review Administrator

Fruška Gora has a significant collection of monasteries built as Serbian royal families' endowments in the late middle ages. Some of them are still preserved, 16 in total, but some are in ruins or partially restored. Through history, these monasteries were destroyed, burnt, robbed numerous times and suffered serious damage during the Second World War.

All monasteries are situated in a relatively small geographical area and represent a beautiful cultural and historical complex with a priceless spiritual value.

Each subsequent year, monasteries of Fruška Gora attract more and more tourists, but there is a growing number of people who decide to go there for a short stay – to rest, repent or simply feel closer to God. During one of my visits, I had a chance to experience monastery life and enjoy it for a couple of days.

A sisterhood of only 10 nuns lives in the monastery where I stayed, continuing the centuries old tradition. The sisterhood developed various activities such as icon painting, making candles and producing cheese and honey. My tasks were mainly yard work, such as snow clearing, but I have also learned how to make sour milk and bake bread.

Main duties in monasteries are permanent prayers and growing spiritually. Nuns wake up very early, around five o'clock and perform morning prayers. After breakfast, they continue with the church service and after that receive different tasks and start work. At one o'clock in the afternoon they meet in the refectory to eat a communal meal and afterwards they have a few hours to rest and each one of them is free to manage her life according to the monastic rules until the evening hours and another service before going to bed.

Life in the Orthodox monastery reflects a picture of the world as it once was. So, whether you visit the monastery to receive the blessings by attending the liturgy, visit the holy place to enjoy silence or stay there for a couple of days and live monastic life, this experience will help you understand yourself as a spiritual being much better.



A Few Hours on a Salaš – a Lifetime of Pleasant Memories

Nataša Novčić Petrović

Peer Review Analyst - Professional Editorial Support



Around two decades ago, traditional village home units in Vojvodina (“salaš” in Serbian) became popular in a commercial sense. Hardworking farm homes, well-positioned in relation with frequent roads, turned into semi-private homes, serving homemade food in adapted authentic surroundings – arranged old salaš houses, encircled by vast courtyards with chickens running free, nearby stables and fertile cultivated land.

During workdays, business people flock to these retreats to discuss future strategies, while on the weekends, many families from surrounding towns choose a “salaš” for an r’n’r destination. Open space close to the main building makes “salaš” very appropriate for families with young children who do not care for food, but for inexhaustible open-air activities. On the other hand, adults come here for a tasty and bountiful meal which usually starts with an appetizer – homemade dry sausage, cheese and aperitif – fruit brandy (“rakija” in Serbian) followed by hot chicken soup. The main course is usually a large piece of meat, with a side dish and a salad (all expected to be prepared from cattle and vegetables from the stables and gardens nearby), all drenched with the house wine. And, at the very end, granny’s cookies and a mandatory cup of black coffee, so that everything can fit nicely into one’s stomach.

My favorite “salaš”, however, is not of that kind. When my family and I want to reach “our” salaš, we choose to drive down a road, with the Danube greeting us all the way through, or climb on our bicycles and take a pleasant ride. We reach the point in our trip where we need to cross the river. One would expect a bridge, but no – a surprising twist occurs. The only way to cross is by a ferry boat (“skela” in Serbian), a big wooden platform with metal frames and an engine, strong enough to fight the Danube stream. “Skela” – a good opportunity to turn off your car engine or park your bikes and enjoy the sounds and views of the magnificent Danube. When you reach the opposite side, the banks of Begeč (some 20km from Novi Sad), you’re just about there. A few turns later, you will arrive in front of a big wooden gate with an unpretentious sign “Cvejina salaš”. You will be welcomed by two dogs. Shortly after, the hostess, Zvonimirka, arrives, usually accompanied by her brother. The farm is called after her nickname - Cveja - taken from her family name Cvejić. Once you enter the courtyard, there is no sign of other people, just green grass, flowers and shade-making trees. Cveja’s house is authentic, without any adaptations. The beds are high and covered with handmade covers and blankets stuffed with feathers. The furniture and decorations are old, but clean. The kitchen is on the back side of the house, with just one table, which you share with Zvonimirka. If you are hungry, you’re immediately offered cookies fresh out of the oven and coffee or juice. You can talk to her while she is preparing food for you or walk up and down the farmland marveling the beauty that surrounds you – if only for a few hours.





The Grape Harvest Festival in Sremski Karlovci

Ksenija Golubović

Cloud Admin Team / Peer Review Administrator

The renowned Grape Harvest Festival in Sremski Karlovci takes place every year in mid-September.

The town of Sremski Karlovci is situated about 10 kilometers from Novi Sad. It is a small and charming town located on the slopes of Fruška Gora mountain, by the Danube. It is a really special town because people can see and enjoy a variety of beautiful sights in one place – both cultural and natural. For example, the forest of “Stražilovo”, mostly planted with beech and oak trees, is ideal for picnics and relaxation. You can also see the Patriarchal Palace, orthodox churches, the famous “Four Lions” fountain in the center of the town (the legend says that whoever drinks from the fountain will marry in Sremski Karlovci), the Museum of honey and interesting cellars and wineries. There are also some authentic local pubs and bars where you can enjoy a nightcap. Or two.

It's very important to mention that many famous bohemians, writers, doctors and politicians lived in Sremski Karlovci and spent a lot of time in the taverns and local bars and they have left a significant mark on the culture and spirit of the town. Thanks to its geographical position and climate, Sremski Karlovci possesses very fertile grounds for planting various sorts of grapes, like Rhine Riesling, Traminac, Sauvignon, Neoplanta, Portugizac, Sirmium, Župljanka, to name a few. Almost every family in Sremski Karlovci makes their own wine, making it a competitive sport among residents; all done in great humor, or course. The Grape Harvest Festival represents the opportunity for locals to exhibit their winemaking skills. In my family, the tradition of making wine has been passed down from generation to generation, from my great-grandfathers, so my father, who would make about 1500 liters of wine every year, only for friends and family and not for sale, would say that there is no better wine than "Župljanka", because it's a high-quality wine with a special and intense flavor. I must agree with him. My favorite sort of grape, called Župljanka, first appeared in the 1960s by mixing two sorts of red grapes: Prokupac and Burgundac. It is a domestic sort, yellow-green in color, with a fruity aroma and the full flavor of grapes. Because of its intense taste, Župljanka is ideal for making "Spricer", Serbian traditional drink, made out of wine and soda, which is an excellent choice for summer refreshment. For the Grape Harvest Festival many flock to Karlovci, including myself and my friends, where we enjoy the program, which always includes well-known musical attractions and plenty of local foods. Being a local, I am, of course, the designated guide to local bars and wine-cellarars where we enjoy the best the wine world has to offer, well into the night. We repeat the process for the next two nights, for the full duration of the three-night Festival, recommended to all those who wish to feel the spirit of an old, charming little town I call home.





Nightlife in Novi Sad

Aleksandar Crnjanski
Customer Support Manager

It's Friday. Another successful working week is over. It's 5 pm. I rush home, have a shower, and I'm ready to go. It's a beautiful day and Pašičeva Street resembles some Mediterranean town street more than ever before. Busy people are passing each other on narrow sidewalks, the smell of fried fish and fresh seafood is mixing with that of pastry and home-cooked food coming from bakeries and traditional restaurants, reaching perfect aromatic harmony. However, today I'll skip cuttlefish risotto, rolled chicken with dried apricots and home-made apple pie. I'm heading towards the city center. It's just the right time to grab a bite in Gusan and wait for some friends to come. So I arrive at an alley in the heart of the city, in Zmaj Jovina Street, embraced by luscious treetops and terraces. The alley is bustling with people. I go past Maša. The smell of the food served there is tempting me to stop by and change my plans for the day. Still, I walk on, and grab a checkered-cloth table opposite Bezeć Bar. As I am finishing lunch, my colleagues are coming one by one. As we catch up and laugh, a round of superb draft beer is coming our way. Time is ticking away and someone suggests we relocate to the Irish Pub. Just a few alleys down, we climb a flight of stairs leading into the Irish Pub. Seated at the bar, we glance at the screen of their TV, some match is on. The arrangements for the night out have been made. We're not in the mood for Laze Telečkog Street this evening, that colorful display of cafés and flamboyant people. A blend of house music, Serbian rock and traditional tamburitza sound is brought about by numerous cafés all packed next to each other, torrents of people trying to squeeze through all the café gardens in the street so narrow that it is hard to distinguish between

neighbouring café gardens. However, going along the street is definitely an adventure one must not miss. As for our plans, tonight we start by playing darts in Grafiti, a couple of streets away from the city center, enjoying excellent homemade wine and listening to rockabilly. It's a café whose interior design is marked by its owner's personal touch and artistic discord. Soon, the company grows bigger as more people arrive, and Grafiti starts to seem a bit small. The decision is made and we head for Shamrock Bar back in the city center. Live music including foreign and Serbian rock, the inside of the bar covered with Irish football fans souvenirs and a party that goes on until midnight. It's time to speed up a bit and we decide to go for Serbish Pub, situated at an alley opposite Gusan. On our way there we pass through Laze Telečkog Street and a torrent of people literally carries us all the way to Zmaj Jovina Street. Again we try to squeeze past all the people standing in front of Rakija Bar and Frida. There's a bar in the open, a DJ playing music on a platform next to it and a bunch of people dancing and having fun. We greet the friendly staff, join the party, and dance the night away. The lights are soon on and it's time to head back home, but not before we have a coffee and a snack in Bistro. As if the people bring their night out to an end in the same way, we meet all the people we haven't seen right here. Weary like passengers waiting for their bus, we all talk about all the amazing things that have happened and interesting people we have met. Time stands still until we glance at our watches and realize that it's already dawn and that Saturday is here. I walk back home, passing through Pašičeva street shining in the morning sun, and again it feels like seaside.





Janika Balázs

Sonja Bogojević
Cloud Admin Team / Peer Review Administrator

Janika Balázs was a famous tamburitza musician and a band leader from Vojvodina, Serbia. He was born in 1925, grew up in Bečež, where he started playing the violin in a local tavern at the age of ten. When he realized that he couldn't reach full potential as a violinist, he switched to tamburitza which he had been playing ever since. Later, he played with "Braća Kozaci" Band in the area of Subotica and Horgoš. From 1948 to 1951, he worked in Radio Titograd in Montenegro, where he perfected his tamburitza playing.

From its foundation in 1951 to the end of his working career he worked in Radio Novi Sad and was a member of its Grand Tamburitza Orchestra. He spent nights playing with his 8-men band in taverns of Novi Sad, especially on Petrovaradin Fortress, and eventually became one of its icons. During his career, he held concerts all around the world, including 36 performances in Paris Olympia. Allegedly, he had several offers from the United States and the Soviet Union to move there and work as a tamburitza teacher, but he never wanted to leave Novi Sad, where he died in 1988.

The song "Osam tamburaša s Petrovaradina" (Eight Tambouritza-players From Petrovaradin) was dedicated to him. After his death, the city of Novi Sad raised a monument in his honor (authored by sculptor László Szilágyi) at a square opposite the Petrovaradin fortress across the Danube.

Tamburaši

Sonja Bogojević

Cloud Admin Team / Peer Review Administrator

Novi Sad is well known for an interesting night life, good wine cellars and even better tamburitza music. I go to these sorts of places very often, and here are some things you should be aware of if you visit them, too:

1. Never take all the money you have with you! When you decide to go home, I can guarantee you will realize you have no money, not even for a taxi.
2. If you invite an orchestra to your table with a plan to give them only 1000 dinars, I can assure you they will pull ten times more out of your pocket.
3. No matter how nice you are, your good manners will instantly disappear in a tavern. No matter how hard you try, countless times you will end up dancing on a table, if not even under it. Your parents probably didn't raise you that way.
4. The tamburitza orchestras, which play in wine cellars of Novi Sad, are internationally oriented. You might not believe, but I can assure you they know how to play every single song in at least three different languages. The lyrics might not be quite right, but rest assured, the melody will be fantastic.
5. The wines in the wine cellars of Novi Sad are high-quality wines, but only after you have already had the sixth glass!
6. In case you do not know anyone in a tavern, do not be surprised if you start hugging a complete stranger and tell them your life story.
7. Naturally, the wine cellars are located underground and they defy the laws of nature – when you come in, it's dark outside, and when you go out, it's already daylight. Funny, isn't it?



8. In order not to look strange or weird, the best way to fit in will be if you sing at the top of your lungs.
9. Every other round of drinks is ordered before the previous one is finished. Nobody knows why.
10. Be sure that you will not have enough money to pay the whole bill; the staff will always be kind enough to suggest that you stay and wash the dishes instead.

This small manual will help you familiarize yourself with one aspect of the nightlife in Novi Sad. Good luck!

Get on a bike!

Jelena Tipšin

Cloud Admin Team / Peer Review Administrator

After a fun night out with friends to celebrate the end of another busy week, the weekends in this city are usually spent outdoors, enjoying the fresh air during one's favourite pastime, or an afternoon of sports. We recommend bicycle riding, sport watching, or even better - running or some serious exercise to burn all those calories acquired during a bountiful lunch.

Instead of using city buses you can rent a bicycle for a day to get around the city and see the city from a different perspective. The bicycle is perfect for a sightseeing tour of Novi Sad, thanks to its flat, straight streets and terrain. It is an inexpensive and healthy means of transportation, free exercise, and most importantly, it doesn't pollute the air.

Bike renting in Novi Sad:

If you would like to rent a bike, Parking Services of Novi Sad offer bicycle rent stops around the city. When renting a bike for the first time at the bicycle stop, you need to pay the registration fee of 500 dinars. Every next hour use is 20 dinars, and the whole day is just 100 dinars. You can rent a white "NSBike" at a couple of stops around the city: in the city center behind Srpsko narodno pozorište (Serbian National Theatre), at the plateau next to SPENS (Sports and Business Center of Vojvodina), in front of the main entrance to the city beach "Štrand", at the plateau next to Novi Sad Train Station, in Novi Sad Student Campus, in Detelinara and Novo Naselje next to the supermarkets.

Working hours of bicycle stops:

Work days: 8:00 a.m. - 8:00 p.m.

Saturday: 8:00 a.m. - 3:00 p.m.

Phone number: +381 21 472 41 40

<http://www.nsbike.rs/english.html>



Novi Sad “Critical Mass” - Enjoy a Massive Cycling Event

Novi Sad Critical Mass is a monthly event which promotes culture of cycling and cycling as a fun means of transportation, but also draws attention to traffic safety of the regular every-day cyclists. The First ever Critical Mass took place in San Francisco in 1992. Today, Critical Mass is held in 300 cities around the world once a month. Novi Sad Critical Mass was held for the first time in April of 2012, and it has been organized every last Friday in a month ever since. If you love riding a bicycle and happen to have a free afternoon, join the colorful group of one hundred

cyclists at Liman Park every last Friday in a month at 5 p.m. The ride starts from the park in Liman and the route changes each time. Critical mass is a movement, not an organization. The events are organized on the Facebook page of the group, and every cyclist who enjoys the ride and takes care of the other cyclists is welcome.

<https://www.facebook.com/groups/kriticnamasa>



Bike Kitchen, Culture Exchange

The Café “Culture Exchange” with the bike workshop “Bike Kitchen” was founded by five young people from the United Kingdom, the United States, Italy, Poland and Cuba in July of 2012. The café is a place for young people interested in spending some quality time hanging out, learning about bicycles and communities in general.

Every month various events are organized, such as language conversation classes, performances of acoustic music, karaoke evenings. So far you have had a chance to practice and speak English, Spanish and Hungarian. The bike workshop is open for acquiring skills on how to change the tire on your bike or fix the chain. At the café you can enjoy some coffee, tea, play some of the board games, or read a book. Bring your laptop; they have free Wi-Fi. If you are in a hurry, have a coffee to go. They also offer soy milk instead of dairy milk, for the vegans and the lactose intolerant. Culture Exchange has become a significant alternative place for the younger population. If you like to get dirty around bicycles, like karaoke, moustache culture, artistic films, TV series (geeky and adorable at the same time) and to meet people on their trips around Europe, it is a perfect place to visit.

Address:

21, Jovan Subotić Street (ulica Jovana Subotića 21)

Working hours:

Work days: 9:00 a.m. - 11:00 p.m.

Weekends: 01:00 p.m. - 11:00 p.m.

www.cultureexchangeserbia.org

There are also some other places in Novi Sad for bicycle lovers:

Youth Center CK13, Café gallery Izba, “Chinese Quarter” at Liman, the bank of the Danube, called Belgrade Quay.



“Riding my bicycle from Petrovaradin to Novi Sad is my favorite outdoor activity. You can see the most beautiful views like that of the Molinari’s park, the Lower Town of the Petrovaradin’s Fortress, The Rainbow bridge and, of course, the river Danube.”

Ljilja Hornjak

“I like cycling through Novi Sad’s streets - it’s an easy way to commute and a great outdoor activity, too. Mountain biking on the nearby Fruška Gora mountain slopes is also a perfect way to spend quality time outdoors.”

Robert Bartoš

NS Dukes and NS Duchess

Branimir Bojić
Implementation Project Manager



“QB Rastko Jokić has the ball. He throws it towards the red zone! Jakšić has it! Jakšić has it! TOUCHDOWN! What a fantastic pass to RB Vanja Jakšić. 47 yards! Pure magic.”

NS Dukes vs Kragujevac Wild Boars, June 2013.

The above sounds a bit odd, does it not? The game is right, but the names are a bit off. Well, at least they would be some 10 years back. But, in 2002, a couple of enthusiasts from Novi Sad decided to start their own football team. And step by step, they became one of the landmarks of the city.

The name Dukes comes from the name of the province (Novi Sad being its capital) – Vojvodina – literary Duchy (in the 19th century, the Serbian Duchy within the Habsburg Empire encompassed most of the today’s province of Vojvodina) – hence, the Dukes from the Duchy.

Now a word or two about semantics – locally, football is referred to as “The American Football”. Soccer is just plain “football”, and yes, the fan base of American football is far smaller than the soccer base, but, things are changing each year.

The Dukes started off as an amateur project, led by a couple of enthusiasts. But they soon became much, much more. Today, it is one of the best ranked teams in the region. The team is comprised of mostly local lads, however, as a curiosity, the team was regarded as a Serbo-Croatian team, as 7 players from the Croatian capital of Zagreb traveled each week to train with the Dukes for a few years while they were working on their own team, Zagreb Patriots. But recently, as the quality of the game began to increase – bigger names have been brought in



from the second and third tier of the NFL. The Dukes’ biggest rivals are the Belgrade Wolves. They are currently playing in the national SEFL League.

The Dukes are also famous for their charity work. It all started with a visit to a local orphanage, where the Dukes brought gifts for Christmas. They also collaborate with an organization that helps the Romani children, and often participate in fundraising for the disabled and those in need.

In 2010, Novi Sad became the first city in the region to host a women’s football team. Forget the lingerie league, these girls are for real. The Novi Sad Angel Duchesses mostly play flag football, and have recently been guest – coached by former New England Patriots WR Tony Simmons. The Duchesses have also been very much involved in charity work, organizing and participating in various fundraising events.



Running Free in Novi Sad

Stevan Bekvalac
Software Test Engineer, Quality Assurance (QA)

Novi Sad has gastronomic offer that could also be described as irresistibly tasty. Not to mention super-size portions. If you are interested in burning some of the gained calories while you are in Novi Sad, this page might be noteworthy to you – recreation time!

Walkers, runners, cyclists, rollers: follow me to the Sunny Quay near the River Danube. This place will offer you 3.2 miles long lane and fresh air. And it gets better! Walkers, runners and cyclists all have separated tracks that are specially designed and very well marked. If you are ready for some serious training, just go straight forward and you will come up to a well-equipped open air gym.

Tired of individual sports? I can think of at least 3 basketball, 4 futsal courts and 2 football fields that are on our way. Oh, you fancy skateboarding? No problem, we also have a Skate Park.



Swimmers, during the winter, the best indoor pool in the city can be found at the SPENS sport center. However, if you are reading this text in the summertime, I have good news for you, too – this perfect quay will take you to the biggest city beach called Štrand.

Walkers, runners, cyclists and rollerbladers – if you would rather do your exercise out in the boulevards, I am 100% with you. One could say that streets of Novi Sad are equally designed for cars and pedestrians. Most streets in Novi Sad have separate tracks that are specially designed and very well marked. All this makes a perfect setting for comfortable, relaxed and pleasant recreation.

If you are a long term planner that happens to be in good shape, I would recommend signing up for one of 3 marathon events in Novi Sad. Half Marathon is in March and Marathon is in October. And in the middle of the summer we have a special treat – the Night Marathon that starts at 10 PM.

If you are reading this text in the middle of a cold snowy winter day and you still have enthusiasm for sports activities, there are numerous indoor gyms waiting for you.

Well done – and now it is a good time for refreshing in your hotel room. After that, let's call a cab; what was the address of that great restaurant again?

PSG Recommends: What and Where to Eat

The gastronomic joy of Vojvodina can be labeled as heavenly. Delicious treats that make up local menus are rich in color, scent and incomparable tastes that are difficult to put into words. Soups made out of poultry and calf meat, vegetable broths, fish and game-based dishes, sweet and savory baked goods, magnificent cakes and pastries... and so much more!

The drinks of choice are usually rakija, local moonshine, wine and beer. All three are staples of all kinds of occasions as well as moods. The recommendation is simple: come for a visit and enjoy a memorable feast of your own.



"Delicious grilled meat can be found in several restaurants in and around the city. Two of my favorites are Bubi Grill in-town and Lugarnica, on the main road towards Ruma, near the peak of Fruška Gora, conveniently located in the woods."

Marina Medić



"When you are on the night out in Novi Sad and you are not from around here, a good dish to try would be pljeskavica or ćevapčići. It's not 100% local and you can find it almost anywhere in this part of Europe but in Novi Sad there are a few spots that offer really good versions of this local favorite fast food. "Bubi grill", "Good food", "Kod Jefe" are just some of them. If you've never tried that sort of food, you should try it in Novi Sad. "

Goran Žegarac



"Fisherman's soup is one of the most famous dishes in Vojvodina. It is prepared with mixed fish usually common carp, catfish, perch and pike. It's very spicy and delicious."

Ljilja Hornjak

“Burek, one of the well-known local foods, can be found in every bakery in the city. It is a kind of a pie filled with cheese, meat or vegetables and, to round up your experience, you must follow it up with jogurt – the drinkable kind, also a Novi Sad staple. ”

Ivana Cvejic



“Tetka Butka’ from Tehnolog’s Bar is a simple but delicious meal made from chopped pork meat, grilled onion and secret ingredient white sauce, packed inside a freshly baked bun.”

Bojan Terzić



“Index sandwich. It is so local that you can’t find it in any other town. It is called “Index” after the students’ exam records book - “index” and because of the resourcefulness of local students to make a perfect sandwich with a limited grocery list and little money.”

Jelena Tipšin

"If you are visiting in late spring, summer or early fall, there is a beautiful place for meat lovers who enjoy sharing food in good company. Restaurant "Terasa" on the Petrovaradin Fortress, aside from the best view of town and great service, offers amazing pork knuckles with baked potatoes and horse radish and mustard on the side. The serving is for two, if those two are very hungry big men, or for four regular people. Do not take any entrees as the serving is massive, and you don't want to spoil your appetite for the main event! Follow this by the cheese or chocolate cake, to round of a perfect Saturday lunch. While you are there, explore the fortress after lunch, you will certainly enjoy the view and feel less guilty for finishing such a huge plate."

Tanja Trajković



"For a refined palette, the City offers several restaurants that will not disappoint: Pancetta, Zak and Le Piaf come to mind. If you're interested in trying what the locals are into, fast food grills and bakeries with staples such as 'burek' and 'pljeskavica' will hit just the spot."

Isidora Rajšić

Photo Index

Page	Photos from left to right
1	Novi Sad Train Station by Irina Miladinov
7	"Novi Sad, Serbia." Map. Google Maps. Google, 10 December 2013. Web. 10 December 2013.
8	The Petrovaradin Fortress by Martin Candir
9	View of Trg Slobode (Liberty Square) at the beginning of the 20th century (CC BY-SA 3.0)
10	Map of Novi Sad from 1805, Source: "Novi Sad – monografija", 3 dopunjeno izdanje, Matica srpska, Novi Sad, 1987.
11	Map of Novi Sad (Ratzen Stadt) with surroundings (beginning of the 18th century). Source: "Novi Sad – monografija", 3 dopunjeno izdanje, Matica srpska, Novi Sad, 1987.
13	Birthplace of Josip Jelačić, Petrovaradin by Martin Candir
14	"Novi Sad, Serbia." Map. Google Maps. Google, 10 December 2013. Web. 10 December 2013.
15	Dunavska ulica by Martin Candir
16	Zmaj Jovina ulica by Martin Candir
17	New Year's Eve Celebration at Trg Slobode (Liberty Square) by Martin Candir
18	Menrat's Palace by Martin Candir
19	Pedestrians in front of the Cathedral by Jovan Jarić
20	Saborna crkva Source: http://www.panoramio.com/photo/13329798 License: Creative Commons AttributionSharealike 2.5 Contributors: sekica [http://static.panoramio.com/photos/original/13329798.jpg]
21	Saborna crkva inside By Bukephalos (Own work) [CC0], via Wikimedia Commons
22	Inside the Cathedral by Dragan Predojević
23	Inside the Synagogue by Slobodan Šušnjević
24	Jovan Jovanović Zmaj statue in front of the Episcopal Palace by Aleksandar Milutinović
25	Zmajevе Dečije Igre (Zmaj Children Games) by Jovan Jarić
26	Svetožar Miletić Monument by Dragan Predojević
27	Miletić's Street by Martin Candir
28 - 31	Various sources under Creative Commons license (CC BY-SA 3.0)
32	University of Novi Sad Rectorate Building by Dušan Mandić
	Student Cultural Center "Fabrika" by SKC
33	University Campus by Jovan Jarić
34	Don Quixote ballet by Miomir Polzović
35	Serbian National Theatre Building by Martin Candir
	"The Seagull" by Srđan Đurić
36	Opera "Mileva" by Miomir Polzović
37	Jazz festival by Darko Ajcev, "Sleeping Beauty" by Marina Medić
38 - 41	The Street Artist Festival Courtesy of Festival uličnih svirača
42 - 43	Photos courtesy of Cinema City
44 - 47	Photos courtesy of "Noć Muzeja"
48 - 51	Photos courtesy of EXIT Festival
52	Petrovaradin Fortress entrance by Slobodan Šušnjević
53	Petrovaradin Fortress Clock Tower by Martin Candir

54	Petrovaradin Fortress by Marina Medić	80	NS Dukes by Aleksandar Kamasi
55	Petrovaradin Fortress by Martin Candir	81	NS Duchess by Lazar Mladenović
56	View of Most Slobode (Liberty Bridge) from Ribarac Island by Darko Ajcev	82	Novi Sad Marathon by Jovan Jarić
57	Danube Harbor by Ivanka Jević Ajcev	83	Joggers on Quay by Jovan Jarić
58	Danube Swans by Darko Ajcev	84	Ražnjići by Gusan, Rakija by Marina Medić
59	Štrand beach during winter Darko Ajcev	85	Grilled meat by Marina Medić, Fisherman's Soup by Marina Medić
60	Štrand beach by Jovan Jarić	86	Burek by Bryan Keith, Tetka Butka by Tehnolog's Bar
61	Štrand beach by Darko Ajcev	87	Caffe & Restoran Belvedere; Le Piaf Restaurant, photo courtesy of Deep House Group, Novi Sad
62	Danube Park by Irina Miladinov		
63	Danube Park by Marina Medić, Futog park by Zoltán Györe		
64 - 65	Fruška Gora by Jovan Jarić		
66 - 67	Monastic life by Martin Candir		
68	Salaš 137 courtesy of Serbia Convention Bureau		
69	Salaš 137 by Bill Kralovec		
70 – 71	Sremski Karlovci by Martin Candir		
72	Laze Telečkog Street by Jovan Jarić		
73	Photo courtesy of Club Quarter, Gusan pub by Jovan Jarić		
74	Osam tamburaša restaurant entrance by Jovan Jarić		
75	Osam tamburaša restaurant by Jovan Jarić		
77	Novi Sad Critical Mass by Slobodan Šušnjević		
78	Bike riding in Novi Sad by Jovan Jarić		
79	Novi Sad Critical Mass by Jovan Jarić		

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3. Understand that the most important part of business is profit.
4. Understand that the most important part of life is family, friends and community.
5. Never let the most important part of business get in the way of the most important part of life.

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