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**Book of Abstracts**

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**Rehabilitation of  
Mass Housing  
as Contribution to  
Social Equality**

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## **CASE STUDY - GENEX TOWER: SPATIAL AND IDEOLOGICAL PHENOMENA**

The subject of this research includes analysis of the New Belgrade Block 33, primarily the Genex Tower, as a representative residential and commercial building that is a symbol of both Block 33 itself and the city of Belgrade in general. Monumental building, representative of late modernism and one of the most recognizable examples of brutalism in the Republic of Serbia and the Balkans, makes up a sort of urban beacon of the City of Belgrade. At the time of construction, which took place between 1970 and 1980, it was the tallest and the first "smart" building in the Balkans, becoming known as the "Western City Gate". The multi-tier significance of the Genex Tower, both architectural and aesthetic, but also in cultural, sociological and ideological aspects that dominated the space during the second half of the 20th century, initiated the selection of the Genex Tower to be the subject of this case study.

The underlying problem of the research is the current state of the building, contradicting its recognized significance, which is reflected, above all, in the neglect of the immediate surrounding and the devastation of access plateaus. Therefore, the primary objective of this research (case study) is a critical review of the current state of the Genex Tower, aiming to emphasize the necessity of rebuilding and repairing certain segments within Block 33 and the building itself that would contribute to the restoration of its former significance. The case study focuses on historical analysis of the Genex tower and Block 33, as well as the context in which the Genex Tower was built - it aims **to provide better understanding of the social, cultural and political phenomena** that influenced its construction and formation of its unique identity. Methodology applied within this research paper - case study includes analysis of the current state of Block 33, the Genex Tower and the context within which the object is located. The focus is on evaluating the state of the plateaus within Block 33, as well as evaluating the materialization of the Genex Tower and the details of the facade that represent the expression of architect Mihajlo Mitrović. Based on different data sources, primarily photos from the location, archival documentation and conversations with the residents, it was possible to determine the current state of Block 33 and the Genex Tower. This is followed by the mapping of various phenomena that significantly influenced the formation of the identity of the space, further comparing them with the original state of the tower immediately after it was built.

The result of the case study is shown through an isometric drawing depicting the current state of Block 33 and the Genex Tower as its center and symbol, with prominent phenomena recognized in the space which were essential for the development of the identity of Block 33 and the Genex Tower. Furthermore, the drawing aims to illustrate the intense atmosphere of the Genex Tower as a symbol of the city of Belgrade, as well as the symbol of one cultural, political and historical period that marked the second half of 20th century in the Republic of Serbia and the Balkans.

**Keywords:** modernism, brutalism, New Belgrade, Block 33, Genex Tower