

ARHITEKTA

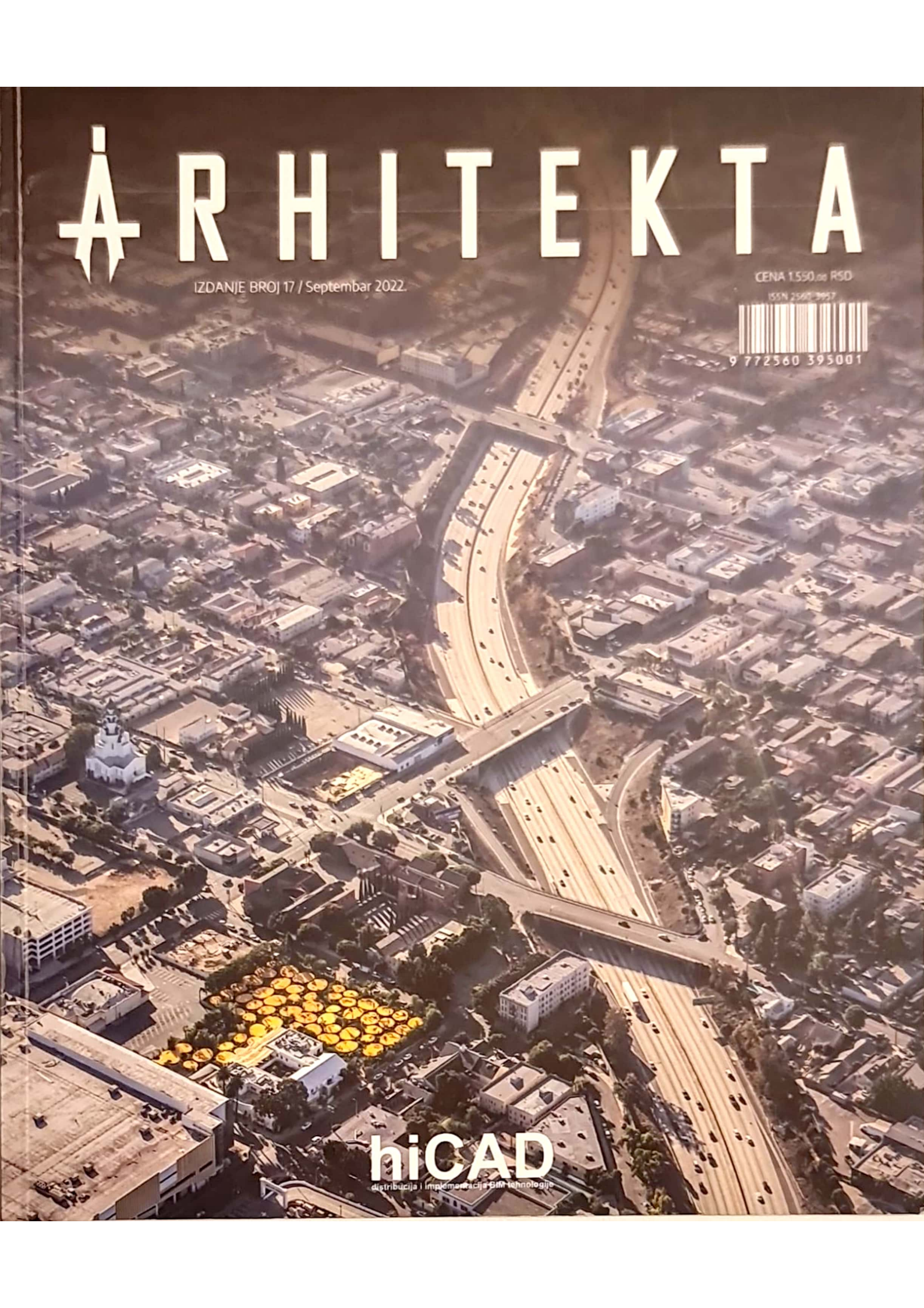
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AUTORI
/ AUTHORS
Milica Grujić mast. inž. arh.
Katarina Stojić mast. inž. arh.
Maja Stojiljković Šipoš
Jakša Nikodijević m.i.a.
Predrag Marković mast. inž. arh.

LEKTURA / PROOFREADING
Jovana Trajković

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Ivan Halupka

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Ivan Halupka

ADRESA / ADDRESS
Blok Sofijska zila
1000 Beograd

Tel: +381 365 05 09
+381 69 555 24 21
info@arhitekta.co.rs

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Časopis „Arhitekta“ na najznačajnijoj internacionalnoj izložbi keramike „CERESALE 2022“
“Arhitekta” magazine at the most important international exhibition of ceramics “CERESALE 2022”

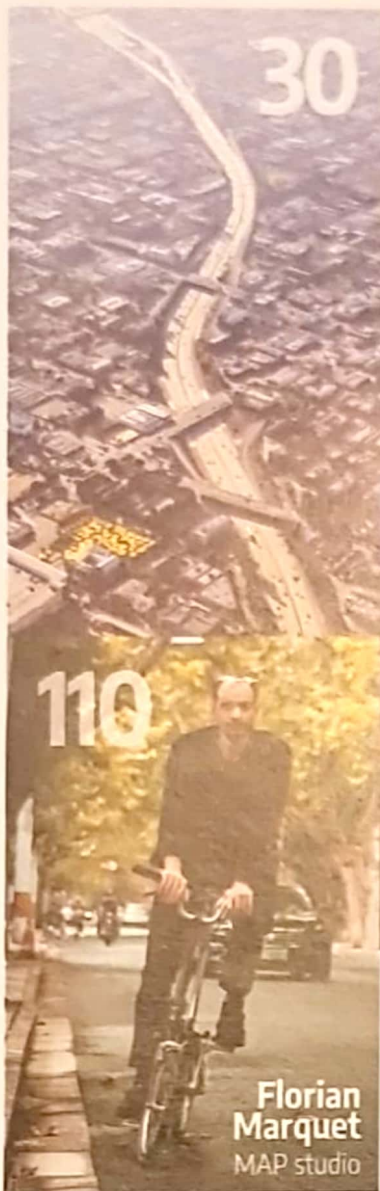
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KEEPING UP
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POSLOVNI OBJEKAT ROAMING

Autor / Author:
Katarina Stojić, mast. inž. arh.

RITMIČNA IGRA SENKI I BOJA

**GORAN VOJVODIĆ,
JELENA IVANOVIĆ VOJVODIĆ**

NAZIV OBJEKTA:

Poslovni objekat ROAMING Group

LOKACIJA:

Južni Bulevar 10, Beograd

GODINA PROJEKTOVANJA:

2015-2016.

GODINA IZVOĐENJA:

2017-2018.

INVESTITOR:

Roaming Group, Beograd

PROJEKTNİ BIRO:

BiroVIA doo Beograd

AUTOR:

prof. Goran Vojvodić

KO AUTOR:

arh. Dr Jelena Ivanović Vojvodić

PROJEKTANTI:

Vanja Enbulajev, Milos Obradović, Dušan Radisić,
Jovana Grujevska, Bratislav Milojević

AUTOR FOTOGRAFIJA:

arh. Relja Ivanić

NAGRADE :

Priznanje za godišnju nagradu „Aleksij Brkić” za najuspešnije realizovano delo u oblasti arhitekture – Udruženje arhitekata Srbije (2018) ;

Muzej primenjene umetnosti – 41. Salon arhitekture – Priznanje u kategoriji Arhitektura (2019) ;

Pobednik – BIG SEE Architecture Awards 2020 Winner – Public and Commercial Architecture

„Zgrada u Južnom bulevaru stavlja u funkciju dugo godina zapuštenu građevinu, pri čemu svojim izgledom generiše kontrapunkt prethodnom stanju, pružajući novi kvalitet okruženju u kome se nalazi. Arkade u prizemlju ostvaruju odnos sa nivoom ulice, a reflektivne površine viših spratova komuniciraju sa širom okolinom.“ (Žiri 41. Salona arhitekture prilikom dodele nagrade za Arhitekturu)



ROAMING BUSINESS FACILITY RHYTHMIC DANCE OF SHADOWS AND COLOURS

**GORAN VOJVODIĆ,
JELENA IVANOVIĆ VOJVODIĆ**

NAME OF THE BUILDING:
Business Facility ROAMING Group

LOCATION:
Južni Bulevar 10, Belgrade

YEAR OF DESIGN:
2015-2016

YEAR OF CONSTRUCTION:
2017-2018

INVESTOR:
Roaming Group, Beograd

PROJECT BUREAU:
Biro VIA doo Beograd

AUTHOR:
Prof. Goran Vojvodić

CO-AUTHOR:
PhD Jelena Ivanović Vojvodić, Architect

PROJECT DESIGNERS:
Vanja Enbulajev, Milos Obradović, Dušan Radisić,
Jovana Grujevska, Bratislav Milojević

AUTHOR OF PHOTOS:
Relja Ivanić, Architect

AWARDS:
Recognition for the annual award "Aleksej Brkić" for the most successfully realized work in the field of architecture - Association of Architects of Serbia (2018); Museum of Applied Arts - 41st Salon of Architecture - Award in Architecture Category (2019); The winner - BIG SEE Architecture Awards 2020 Winner - Public and Commercial Architecture

"The building in Južni bulevar puts in function the facility that had been abandoned for years. Its appearance generates the counterpoint to the earlier condition, as it offers a new quality to its neighbourhood and the surrounding area. Arcades on the ground floor are evened with the street level, and reflective surfaces of higher floors communicate with the broader environment." (Jury of the 41st Salon of Architecture, on occasion of granting awards for Architecture)



REKONSTRUKCIJA KAO IZAZOV

Dve decenije nakon izgradnje prvobitnog objekta koji je prepoznat kao totalni investicioni i projektantski promašaj, pred autorima se našao nimalo lak projektni zadatak. Bilo je potrebno da od dotrajalog, nikad funkcionalnog, objekta kreiraju modernu poslovnu zgradu koja će odgovarati zahtevima savremenog poslovanja na globalnom nivou. Moderno poslovanje zahteva fleksibilnost. Stoga je **fokus projekta rekonstrukcije na multidisciplinarnosti, transformabilnosti i mogućnosti adaptacije**- odnosno prilagođavanja, podele prema trenutnim zahtevima korisnika.

Izazovnim procesom adaptacije i dogradnje završne etaže formiran je novi volumen na postojećem bazu. **Novo-projektovana zgrada sastoji se od niza nezavisnih etaža sa zajedničkim imeniteljem- ulaznom zonom i sadržajima na nivou partera, kao i centralnim vertikalnim jezgrom koje čini blok liftova, sanitarija i servisnih sadržaja.** Sastoji se od podrumске (servisne), prizemne (pristupne), četiri tipske-funkcionalno nezavisne etaže, pete- završne sa sadržajima uprave koncerna, kao i pridodate podrumске garažne površine susednog placa, ukupne korisne površine od 5500m².

Najupečatljiviji elementi ovog poslovnog centra se nalaze na prvoj i poslednjoj etaži. To su ugaona kolonada na uličnom frontu i otvorena krovna terasa. Ova dva prostora unose dinamiku narušavajući jednostavnu formu objekta, koja je zamišljena kao pravilan kubus, jednoznačne materijalizacije-staklene zid zavese, sa potenciranim ritmom otvaranja. Ovim potezom nastali su glavni ambijenti koji ovu poslovnu zgradu čine jedinstvenom. Zajednička im je povezanost unutrašnjeg i spoljašnjeg prostora sa gradskom okolinom.

Postoji značajna razlika u tretiranju nivoa prizemlja koja predstavlja jedini iskorak. **Ciljno izbegavajući zamku trenda u baratanju prepoznatljivim elementima i materijalima, čini naglašena kolonada pristupne zone, sa idejom autora o mogućnosti uspostavljanja dijaloga sa okruženjem a potom i korisnicima.** Ta ulazna partija, zona između eksponirane kolonade i povučene ostakljene ravni omogućava i pored prisutne transparentnosti neophodnu privatnost sadržajima prizemlja.

Kao i na skoro svim prethodnim projektima, i na ovom je Biro VIA bio zadužen paralelno i za projekat enterijera. Rasvetom, funkcionalnom i dekorativnom postignuto je interesantno razotkrivanje, modelovanje različitih ambijenata u enterijeru, smenom senki i intezivnih boja korporativnih identiteta u okviru koloritne anemičnosti fasadnih i enterijerskih završnih obrada. Dominantan element u prostoru smenjivanje senki i boja prelama se kroz ceo objekat unutra i spolja. Finalni rezultat je poslovna zgrada koja svojom pojavnošću prevazilazi



“Ja ne mogu da napravim razliku između projekta eksterijera i enterijera. Moguće je, ali su za mene kao autora to neodvojive celine. Imao sam sreće u angažmanima da su investitori to prepoznali i da sam uglavnom objekte kao završne proizvode prepuštao korisniku” - G.V.



“I cannot make a difference between the exterior and interior project. Of course, that is not impossible, but for me, as the author, those are two inseparable wholes. I have been lucky in my engagements as the investors have recognized that, so I mainly handed the buildings to the user as a final product.” - G.V.

RECONSTRUCTION AS A CHALLENGE

Two decades after construction of the original building, which was later recognized as a total failure in terms of investment and design, the authors were confronted with quite a challenging project design. What they had to do was to use a depleted, never functional building and to turn it into a modern business facility that will meet the requirements of contemporary business activities on the global level. Contemporary business requires flexibility, thus, the **focus of the reconstruction project was on multidisciplinary, transformability and the possibility of adaptation** – that is, adaptation and arrangement according to the current demands of the users.

This challenging process of adaptation and the upgrade of the final floor have formed a new volume on the already existing base. **Newly designed building consists of the line of independent floors with the common denominator - entry zone and facilities on the ground floor, as well as central vertical core consisting of the block of elevators, sanitary and service facilities.** It includes basement (service), ground floor (access), four type-functional independent floors, fifth – ending floor with the management facilities, as well as added underground garages located in the neighbouring parcel of land, of the total useful area of 5.500 m².

The most striking elements of this business facility are placed on the first and the last floor. Those are corner colonnade at the street front side and the roof terrace. These two features bring in the dynamics as they disrupt the simple form of the building, which is conceived as a regular cube, of univocal materialization – glass curtain wall with emphasized opening rhythm. This move has produced the main ambient units which make this business building unique. Their common characteristic is connection of the indoor and outdoor space with the city environment.

There is a significant difference in treatment of the ground floor level which represents one step forward. **Aiming to avoid the trap of trend to use recognizable elements**



and materials, the author constructed an emphasized colonnade of the access zone, with the idea to establish dialogs with the surrounding environment and users. That entry part, the zone between the exposed colonnade and the set-back glass plane provides, apart from present transparency, the necessary privacy of the ground floor facilities.

As it was the case with almost all earlier projects, this project also engaged Biro VIA to do the project of the interior. Illumination, as well as functional and decorative details, have achieved interesting revealing and modelling of diverse ambient units in the interior, with the alternating shadows and intensive colours of corporate identity, within the colour anaemia of façade and interior final works. The dominant element is alternation of shadows and colours which refracts throughout the facility, both inside and outside. The final result is a business facility with the appearance which exceeds the usual expectations of the public when it comes to reconstruction projects. The facility represents significant step forward in the field of business architecture in Serbia, and as such, it deserves attention also beyond the borders of our country.

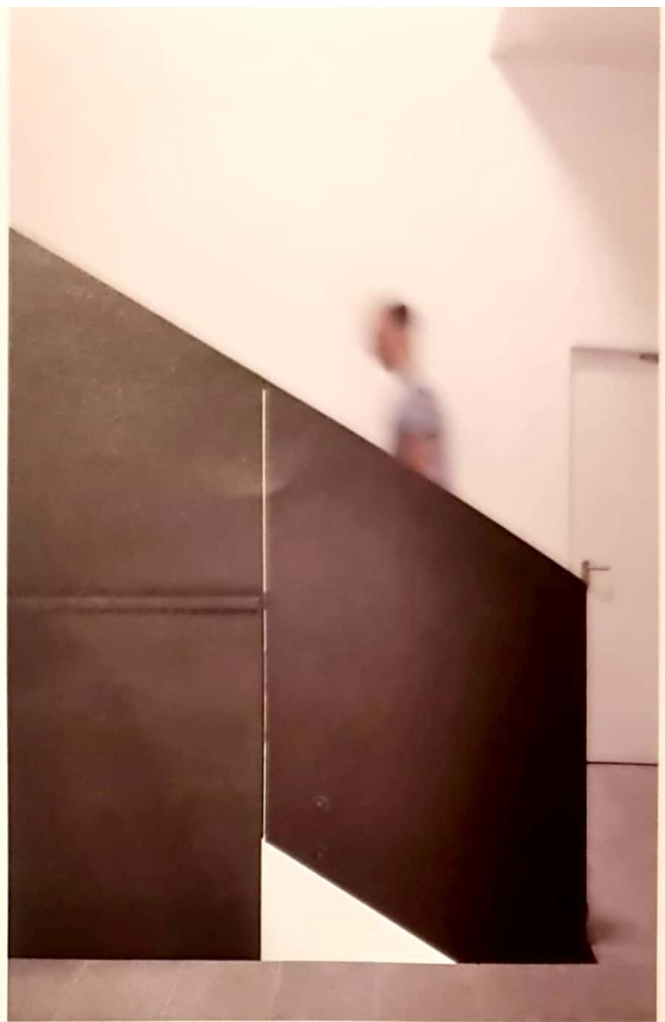


uobičajena očekivanja javnosti od projekata rekonstrukcije. Objekat predstavlja značajan iskorak u oblasti poslovne arhitekture u Srbiji i kao takav zavređuje pažnju i van granica naše zemlje.

IZAZOVI SAVREMENE ARHITEKTURE

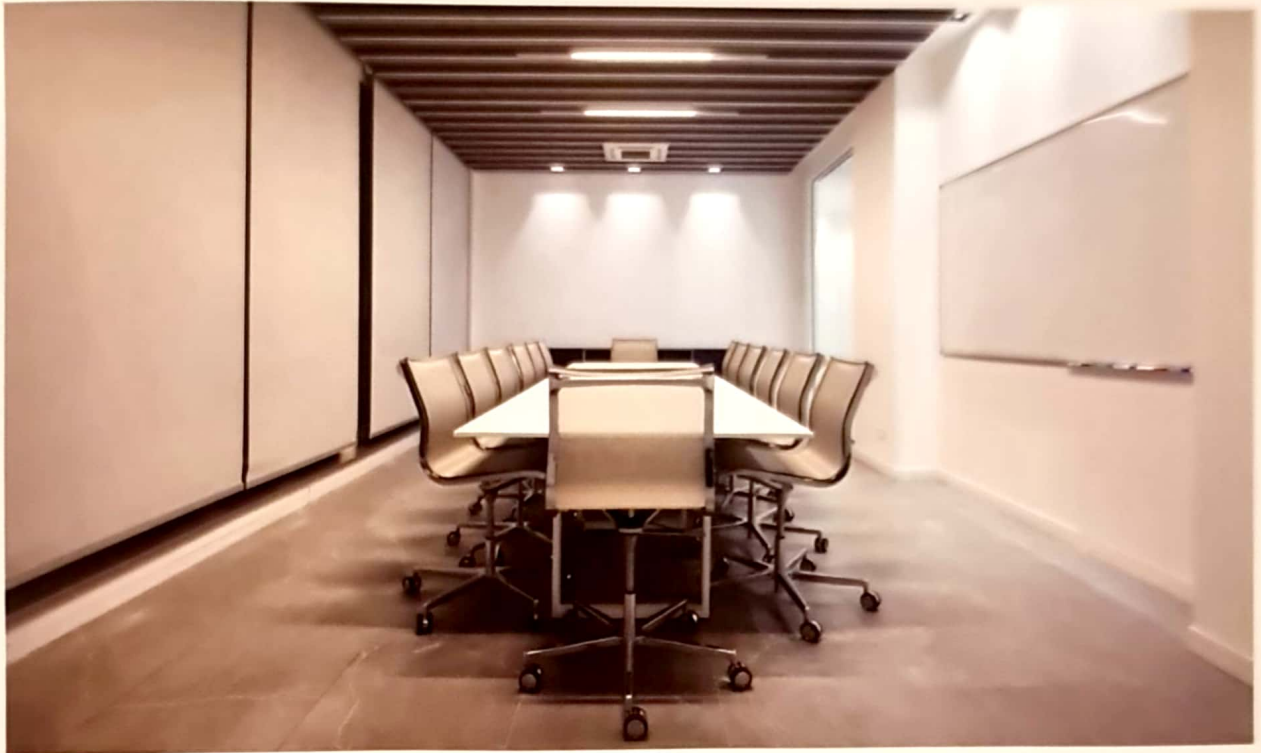
Koliko je donkihotovski postići globalni kvalitet na domaćem tržištu Goran Vojvodić govorio je u okviru emisije "Arhitektura danas" (RTS – kulturno umetnički program) "Jednostavno imamo neke limite koji su direktno vezani za naše prirode. **Smatram da je odnos ove sredine prema arhitekturi jedan krajnje rigidan mogao bih reći maćehinski... Struka kao struka ne prepoznaje svoje mesto a onda ni samo okruženje u kojem se nalazi...** Bez volje da se investira nema mesta ni struci kao takvoj."

Nažalost, kada se govori o budućnosti struke na svetskom nivou, ni njegove lične prognoze nisu optimistične. "Mislim da je jako teško vreme pred nama i da će praktično struka arhitekata nažalost gubiti tu nekakvu trku sa sistemom kojem pripada. Tu podrazumevam da će kroz taj angažman velikih korporacija, po principu "design and build" (dizajnirati i izgraditi) mesto arhitekta biti prepoznato samo u nekim prapočecima (u idejnom rešenju) a da će sve ostalo raditi neke druge struke povezane u sistemu - praktično korespondenti investitora u okviru izvođača. Mislim da je to budućnost koju moramo prihvatiti i prepoznati svoje mesto u njoj."



Dok kompanijski pristup gradnji ne preuzme primat, Vojvodić koristi svoj položaj da do detalja perfekcionistački promisli o svakom segmentu jednog objekta - do ideje do realizacije. Količina fokusiranosti vidljiva je na svakom njegovom projektu.





CHALLENGES OF CONTEMPORARY ARCHITECTURE

How quixotic it is to achieve the global quality on the local market was presented and discussed by Goran Vojvodić on the TV show "Architecture today" (RTS – art and culture program) "We simply have certain limits that are directly linked to our nature. **In my opinion, the way in which this community treats architecture is totally rigid, we could say, it is like a stepmother treatment... The experts do not really recognize their position which results in lack of recognizing the environment itself in which they are...** With no will to invest there is no place for experts, as such."

Unfortunately, when we talk about the future of the profession on the global level, his personal predictions are also not very optimistic. "I think that difficult times are ahead of us and that the architecture will simply lose the race with the system it belongs to. This implies that the engagement of big corporations, conceived according to the principle "design and build" will recognize the position of an architect only in some starting points (in design) while the rest will be executed by some other vocations connected inside the system – correspondents of the investors within the contractors. I think that this is the future that we have to accept, at the same time trying to recognize our position in it."

Until the moment when the company approach finally takes over the leadership in construction business, Vojvodić will use his position to consider in detail and with great attention each segment of a building - from idea to its realization. The degree of focus is visible in each of his projects.

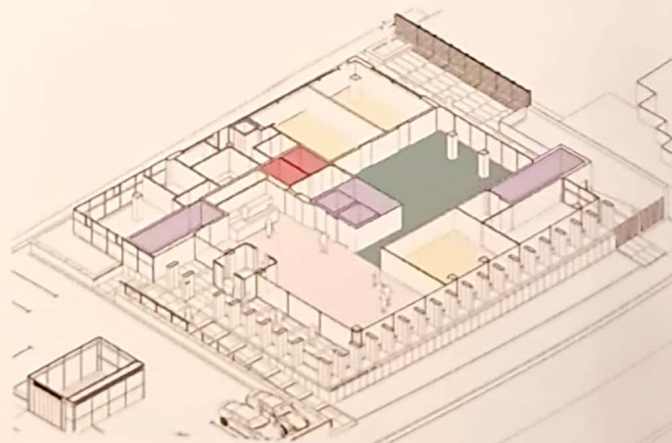
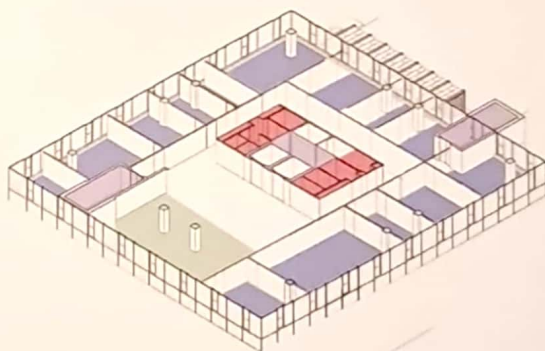
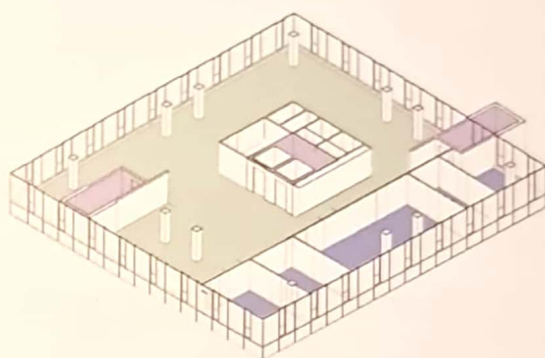
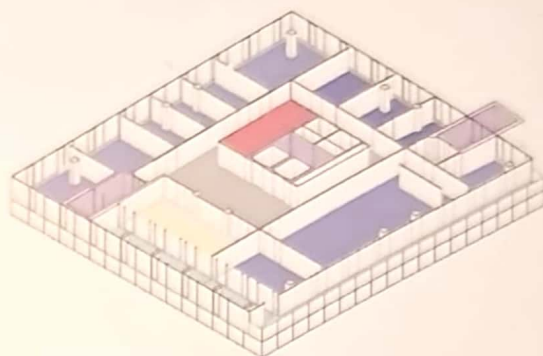


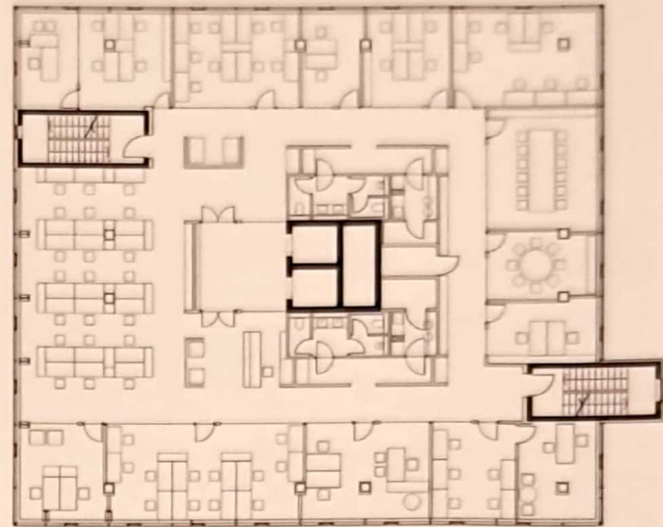
O KOAUTORKI dr JELENA IVANOVIĆ VOJVODIĆ

Jelena Ivanović Vojvodić je rođena 1962. u Prizrenu, Srbija. Arhitektonski fakultet Univerziteta u Beogradu je završila 1987. godine pod mentorstvom profesora Milana Lojanice. Doktorirala je na temi "Prostori univerziteta i naučnih kompleksa u savremenim transformacijama grada", pod mentorstvom profesora Aleksandre Stupar na Arhitektonskom fakultetu, Univerziteta u Beogradu (2016).

U periodu 1984/85. godine radila je u kancelariji Endruz Kalik saradnici, Reding, Engleska; 1987/1991. godine radi kao samostalni projektant u Saobraćajnom institutu CIP, Beograd; 1991/1994. godine je viši samostalni projektant - Ekonomski biro, Beograd. 1994/96. godine radi u Farman, Budimpešta, Mađarska, 1996/98 u Far&Man, Beograd, a 2003/07 u Beogas-Akvaterm.

Biro VIA d.o.o. Beograd je arhitektonsko preduzeće koje je osnovala zajedno sa Goranom Vojvodićem 2007. godine. Realizovala je preko 30 objekata, enterijera i planova (neki radovi su nagrađeni Nagradom grada Beograda, Nagradom Ranko Radović, Nagradom UAS Aleksej Brkić, Priznanjem Salona arhitekture za arhitekturu, Velikom nagradom ULUPUDS i dr.), posebno je značajno uspešno iskustvo na konkursima. Bila je predsednik Društva arhitekata Beograda (2004/08) i član Suda časti Inženjerske komore Srbije (2005/09).





ABOUT THE CO-AUTHOR JELENA IVANOVIĆ VOJVODIĆ, PhD

Jelena Ivanović Vojvodić was born in 1962, in Prizren, Serbia. She completed her studies at the Faculty of Architecture of the University of Belgrade 1987, under the mentorship of the professor Milan Lojanica. She got her doctorate on the subject "Spaces of universities and scientific complexes within contemporary city transformations", under the mentorship of Professor Aleksandra Stupar at the Faculty of Architecture, University of Belgrade (2016).

In the period 1984-1985, she worked for the company Andrews Calic Associates, Redding, England; 1987-1991 she worked as an independent project engineer in the Institute for Transportation CIP, Belgrade; 1991-1994 senior independent project engineer - Bureau of Economics, Belgrade. 1994-1996 she worked for Farman, Budapest, Hungary, 1996-1998 she worked for Far&Man, Belgrade and 2003-2007 in Beogas-Akvaterm.

Biro VIA d.o.o. Beograd is an enterprise for architecture that Jelena founded together with Goran Vojvodić in 2007. So far, she has realized over 30 buildings, interiors and plans (some of her works have been awarded - City Assembly - Award of the City of Belgrade, "Ranko Radović" Award, UAS "Aleksej Brkić" Award, Awards of the Salon of Architecture for Architecture, ULUPUDS Grand Award and others) and she has a very good experience in contests. She was the president of the Association of Belgrade Architects (2004-2008) and a member of the Court of Honour of the Serbian Chamber of Engineers (2005-2009).



Presek 1 / Section 1

savremena_arhitektura

Jelena Ivanović Vojvodić je takođe koautor i koosnivač projekta BINA (Beogradska internacionalna nedelja arhitekture) u organizaciji Društva arhitekata Beograda i Kulturnog centra Beograda. Jedan je od osnivača NVO organizacije Dokomomo Srbija. Radila na Fakultetu za dizajn i umetnosti na Megatrend univerzitetu (2009-2017) kao docent, vanredni i redovni profesor, a potom je bila i dekan i prodekan fakulteta.

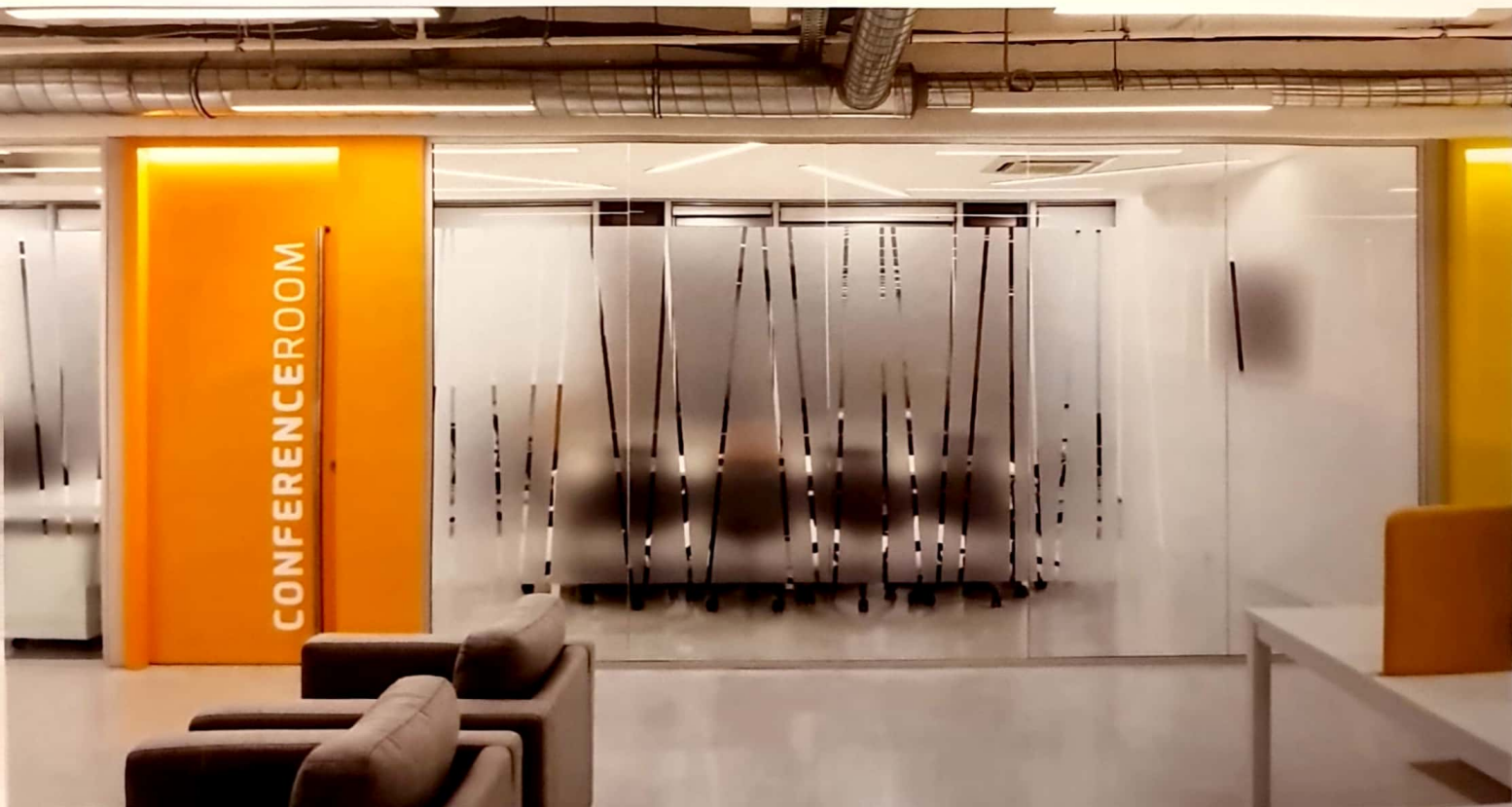
J.I.V. O BIRO-U VIA

Biro VIA je plod saradnje i predanog rada osnivača (sa Goranom Vojvodićem) i mladog tima arhitekata kao i velikog broja partnera, inženjera, kompanija i institucija sa kojima poslujemo. **Postoji očigledna razlika u stavu i principima ponašanja i nas kao autora i naših saradnika, ali su veoma izraženi zajednički principi udruživanja i međusobnog poštovanja u podsticanju za razvojem i unapređenjem u struci.** Goran Vojvodić je nosilac svih velikih poslova i aktivnosti biroa. Određene poslove radimo zajedničkim snagama (prvonagrađeni rad na Konkursu za rekonstrukciju i dogradnju Muzeja grada Beograda) jer su projekti kompleksni, dugo traju pa je jednostavnije deliti obaveze. Timski rad je nešto što je zajedničko i što odgovara prirodi našeg posla." (Jelena Ivanović Vojvodić za Milica Magazine)

Jelena Ivanović Vojvodić is also the author and the co-founder of the project BINA (Belgrade International Week of Architecture (Beogradska internacionalna nedelja arhitekture)) organized by the Association of Belgrade Architects and the Belgrade Cultural Centre. She is one of the founders of Nongovernmental organization Dokomomo Srbija. She has been engaged at the Faculty for Design and Art at John Nesbit (Megatrend University) ,2009-2017, as a docent, regular professor, and later as the Dean. She is married and has two children.

J.I.V. ABOUT VIA BUREAU

VIA Bureau is the result of cooperation and dedicated engagement of the founder (along with Goran Vojvodić) and the young team of architects, as well as great number of partners, engineers, companies and institutions that we cooperate with. **There is an obvious difference in attitude and principles of behaviour of both, ourselves, as the authors, and our associates. However, common principles of joining together and mutual respect as incentive of development and professional improvement are much more expressed.** Goran Vojvodić is the holder of all great business ventures and activities of the bureau. There are certain business activities that we perform together (the first award for work at the Contest for Reconstruction and Upgrading





“Moja uloga je, osim kreativnog rada, i u edukaciji saradnika, koordinaciji projekata, praćenju trendova i noviteta na tržištu. Biro VIA je entuzijastičan tim i to smatram važnim za obavljanje svakodnevnih aktivnosti.”

J.I.V. O ŽENAMA U ARHITEKTURI

“Žene su u arhitekturi oduvek imale značajno mesto, ali se nije o tome toliko govorilo i nije bilo promovisano na odgovarajući način. Od svih nagrađenih arhitekata (43 u periodu 1979-2022) Pritzkerovu nagradu (The Pritzker Architecture Prize) su osvojile ukupno pet žena ponajviše poslednjih godina (Zaha Hadid, Kazuyo Sejima, Carme Pigem, Yvonne Farrell i Shelley McNamara i Anne Lacaton) jer se o neravnopravnosti među polovima u arhitekturi mnogo polemicalo tako da su kreatori nagrade želeli da promene kurs. **Verujem da bi žene drugačije i ravnopravnije vodile ovaj svet.** Zato se zalažem da se o tome više govori i piše jer se preko iskustva prošlosti može jednostavnije predvideti i sagledati budućnost.” (Jelena Ivanović Vojvodić za Milica Magazine_ažurirano za časopis Arhitekt)



of the Belgrade Museum) as the projects are complex and they take time. Thus, it is much better to share the tasks. Team work is something that we have in common and which very well goes with the nature of our work.” (Jelena Ivanović Vojvodić for Milica Magazine)

“Apart from creative work, my role includes education of the associates, project coordination, following market trends and novelties. VIA Bureau is an enthusiastic team and for me, that is important for realization of day-to-day activities.”

J.I.V. ABOUT WOMEN IN ARCHITECTURE

“Women have always had a significant position in architecture, yet it was not often mentioned and certainly not promoted in the appropriate way. Out of all awarded architects (43 in the period between 1979 -2022), The Pritzker Architecture Prize was won by only five female architects (Zaha Hadid, Kazuyo Sejima, Carme Pigem, Yvonne Farrell, Shelley McNamara and Anne Lacaton) because there was a lot of discussion about the inequality between the sexes in architecture, so the creators of the award wanted to change course. **I believe that women would lead this world in a different and more equal way,** which is why I advocate the idea that it should be much more discussed, as the past experiences help us see and predict the future in more transparent way.” (Jelena Ivanović Vojvodić for Milica Magazine)