

Prijedlog projekta

Project proposal

d.i.a.s.p.o.n.a

Arhitektonska škola
Sarajeva i oblikovanje
novih perspektiva

Architecture school of
Sarajevo and the shaping
of new perspectives

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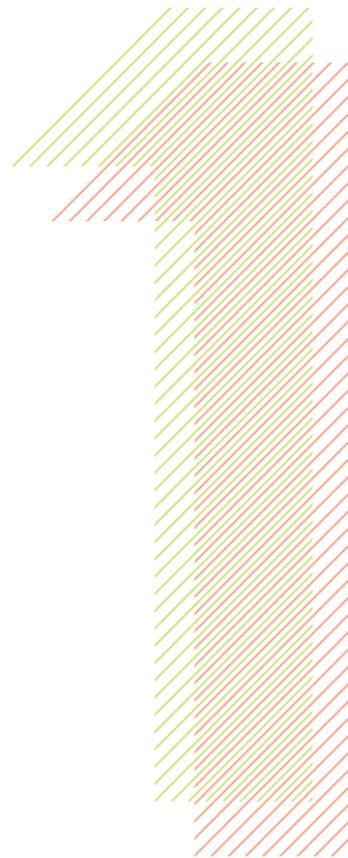
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Uvod

Izložba d.i.a.spona okuplja arhitekta Arhitektonskog fakulteta u Sarajevu koji su svoje profesionalne karijere ostvarili izvan Bosne i Hercegovine, prikazujući njihova djela kroz multimodalnu i interaktivnu postavku. Kroz radove više od šezdeset arhitekata izložba će predstaviti njihove najvažnije projekte – od skica i crteža do maketa i videoprezentacija.

Na čelu projekta je Hasan Ćemalović, d.i.a., uz Stručni savjet, Lejla Hajro, d.i.a., vodi menadžment projekta, a značajnu ulogu dokumentiranja radova i profesionalnih puteva učesnika imaju prof. dr. Aida Abadžić-Hodžić, doc. dr. Lejla Kahrović-Handžić i doc. dr. Nermina Zagora. Amer Mržljak, docent Akademije likovnih umjetnosti, zadužen je za identitet izložbe dok PR strategiju vodi mr. Una Bejtović. Tehnički sekretar Irfan Salihagić, d.i.a., koordinira tehničke aspekte organizacije izložbe uz menadžera projekta. Zadatak implementacije projekta ima Udruženje "LIFT – prostorne inicijative" dok je partner na projektu "Walter aec d.o.o." Sarajevo. Izložba će se održati u auli Željezničke stanice Sarajevo, izabranog zbog svoje historijske i arhitektonske vrijednosti. Prostor pruža priliku za revitalizaciju ovog značajnog modernističkog objekta iz 20. stoljeća, čime se stvaraju pretpostavke za njegove nove funkcije. Pripreme su počele u novembru 2023. godine, a u augustu 2024. godine formiran je tim za realizaciju izložbe, koja će biti otvorena u oktobru 2025. godine. Tokom ovog perioda bit će organizirane radionice, promotivne kampanje i izdavačke aktivnosti. Projekt će, također, obuhvatiti štampanje dviju knjiga – Put u arhitekturu i Zbornik radova – koje će dokumentirati životni put, rad i djela učesnika izložbe.

Cilj izložbe jeste predstaviti dostignuća arhitekata obrazovanih u Sarajevu, ojačati veze među generacijama, promovirati razmjenu znanja među stručnjacima u Bosni i Hercegovini i svijetu, revitalizirati Željezničku stanicu kao kulturni spomenik i ojačati veze među mladim arhitektima širom svijeta.



Introduction

The exhibition d.i.a.spona brings together architects from the Faculty of Architecture in Sarajevo who have pursued their professional careers outside of Bosnia and Herzegovina, showcasing their work through a multimodal and interactive display. With the works of over 60 architects, the exhibition will present their most significant projects, from sketches and drawings to models and video presentations.

The project is led by Hasan Ćemalović, MArch, along with an Expert Council, Lejla Hajro, MArch manages the project, while the important role of documenting the works and professional paths of the participants is held by Professor Aida Abadžić-Hodžić, Lejla Kahrović Handžić, and Associate Professor Nermina Zagora. Amer Mržljak, Associate Professor at the Academy of Fine Arts, is responsible for the exhibition's identity, while the PR strategy is led by Una Bejtović. Technical secretary Irfan Salihagić, MArch, coordinates the technical aspects of the exhibition's organization along with the project manager. The task of implementing the project is undertaken by the Association "LIFT – spatial initiatives," while the partner on the project is Walter aec LLC Sarajevo.

The exhibition will be held in the atrium of the Sarajevo Railway Station, chosen for its historical and architectural value. This space offers an opportunity to revitalize a significant modernist building from the 20th century, creating the potential for new functions.

Preparations began in November 2023, and in August 2024, a team was formed for the realization of the Exhibition, which will open in October 2025. During this period, workshops, promotional campaigns, and publishing activities will be organized. The project will also include the publication of two books – Monography "Your path" and "Proceedings" – which will document the life paths, works, and achievements of the participants.

The goal of the exhibition is to showcase the achievements of architects educated in Sarajevo, strengthen intergenerational ties, promote knowledge exchange among professionals in Bosnia and Herzegovina and the world, revitalize a cultural monument, and strengthen connections among young architects worldwide.

Organizaciona struktura

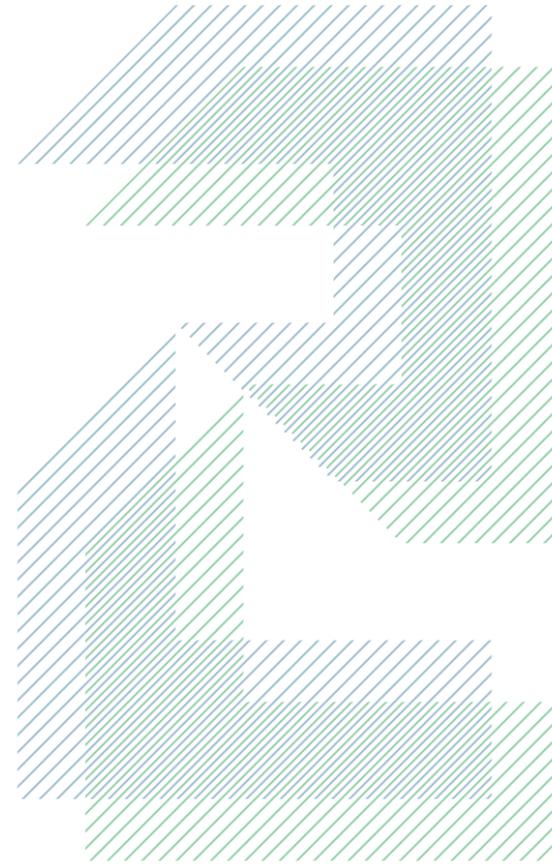
Autor: Hasan Ćemalović, d.i.a.

Kustoski tim:

Prof. dr Aida Abadžić-Hodžić
Akademik Amir Vuk, d.i.a.
Hasan Ćemalović, d.i.a.
Prof. dr Nermina Zagora, d.i.a.
Prof. Ognjenka Finci, d.i.a.
Senad Zaimović, dipl. oec.
Prof. Stjepan Roš, d.i.a.
Tanja Roš, d.i.a.

Stručni savjet:

Prof. Amer Mržljak, mr. art
Akademik Amir Vuk, d.i.a.
Elma Krasny, dipl. inž. građ.
Prof.dr Erdin Salihović, d.i.a.
Hasan Ćemalović, d.i.a. – predsjedavajući
Jasmin Sirčo, d.i.a.
Prof.dr Nermina Zagora, d.i.a.
Prof. Ognjenka Finci, d.i.a.
Senad Zaimović, dipl. oec.
Prof. Stjepan Roš, d.i.a.
Tanja Roš, d.i.a.
Una Bejtović, mr. sc.



Organisational structure

Author: Hasan Ćemalović, MArch

Curatorial team:

Professor Aida Abadžić-Hodžić, PhD.
Academic Amir Vuk, MArch
Hasan Ćemalović, MArch
Professor Nermina Zagora, PhD.
Professor Ognjenka Finci, MArch
Senad Zaimović, MBA
Professor Stjepan Roš, MArch
Tanja Roš, MArch

Advisory Board:

Professor Amer Mržljak, MA
Academic Amir Vuk, MArch
Elma Krasny, MSc Civ.Eng
Professor Erdin Salihović, PhD
Hasan Ćemalović, MArch – chairman
Jasmin Sirčo, MArch
Professor Nermina Zagora, PhD
Professor Ognjenka Finci, MArch
Senad Zaimović, dipl. oec.
Professor Stjepan Roš, MArch
Tanja Roš, MArch
Una Bejtović, MBA

Menadžer:

Lejla Hajro, d.i.a.,
direktorica Direkcije za izgradnju
i održavanje Kampusu UNSA

Autori knjiga:

prof. dr. Aida Abadžić-Hodžić,
Filozofski fakultet UNSA;

doc. dr. Lejla Kahrović-Handžić, d.i.a.,
Arhitektonski fakultet UNSA;

v. prof. dr. Nermina Zagora, d.i.a.,
Arhitektonski fakultet UNSA

Dizajn i identitet:

prof. mr. Amer Mržljak,
vanredni profesor, ALU UNSA

Koordinator za komunikacije:

Senad Zaimović, dipl. oec.,
CEO agencije Fabrika

Odnosi s javnošću:

mr. Una Bejtović,
CEO PR i event agencije Bejtović,
Communications by Una Bejtović

Tehnički sekretar:

Irfan Salihagić, d.i.a.,
projektni koordinator,
Udruženje "LIFT – prostorne inicijative"

Stručni tim za implementaciju:

Edin Zoletić, d.i.a.,
projektni koordinator,
"LIFT – prostorne inicijative"

Ajla Čavkić, d.i.a.,
projektni koordinator,
"LIFT – prostorne inicijative"

Sukejna Jerlagić, d.i.a.,
projektni koordinator,
"LIFT – prostorne inicijative"

Partner projekta:

Walter aec d.o.o.
Sarajevo

Implementacija projekta:

Udruženje "LIFT – prostorne inicijative"
Sarajevo

Izdavač publikacija:

IKD University press d.o.o.
Sarajevo

Manager:

Lejla Hajro, MArch,
Director of the Campus Construction and
Management Directorate at UNSA

Authors of books:

Prof. Aida Abadžić Hodžić PhD,
Faculty of Philosophy, UNSA;

doc. dr. Lejla Kahrović Handžić, MArch,
Faculty of Architecture, UNSA;

Ass. Prof. Nermina Zagora PhD,
Faculty of Architecture UNSA

Design and Identity:

Ass. Prof. Amer Mržljak, MA,
Academy of Fine Arts, UNSA

Communications coordinator:

Senad Zaimović, MBA,
CEO at Fabrika LLC

Public Relations:

Una Bejtović,
CEO PR and event agency Bejtović
Communications by Una Bejtović

Technical Secretary:

Irfan Salihagić, MArch,
Project Coordinator, Association
"LIFT – spatial initiatives"

Expert team for Implementation:

Edin Zoletić, MArch,
Project Coordinator, Association
"LIFT – spatial initiatives"

Ajla Čavkić,
MArch, Project Coordinator,
Association "LIFT – spatial initiatives"

Sukejna Jerlagić,
MArch, Project Coordinator,
Association "LIFT – spatial initiatives"

Project partner:

Walter aec LLC
Sarajevo

Project Implementation:

Association "LIFT – spatial initiatives"
Sarajevo

Publisher:

IKD University press LLC.
Sarajevo

Cilj izložbe

Ideja o predstavljanju arhitekata školovanih na Arhitektonskom fakultetu u Sarajevu nastala je iz želje za predstavljanjem njihovog rada, naše škole arhitekture, a zamišljena je kao interaktivna izložba. U auli Željezničke stanice Sarajevo bit će predstavljeno više od šezdeset arhitekata i arhitektica sa svojim najznačajnijim, ali i lično najposebnijim, djelima nastalim tokom njihovog višedecenijskog rada u inostranstvu. Sedamdeset pet godina postojanja Fakulteta znači isto toliko školovanih generacija iz kojih su pojedinci svoj stvaralački pečat ostavili u mnogim zemljama svijeta. Prvi put, kroz ovu izložbu, želimo ih okupiti na jednom mjestu, u impozantnom ambijentu Željezničke stanice, aktivirajući tako i njenu aulu, ali i otvoreni prostor trga kao jedne od značajnih otvorenih javnih površina Grada Sarajeva.

Posebna pažnja posvećena je i prikladnom nazivu ovog izuzetnog projekta, pa ime d.i.a.spona odražava i okosnicu struke, titulu, ali i vezu sa studentima našeg fakulteta u svijetu koju ovim putem nastojimo ojačati. Izložbom se ne žele samo predstaviti ostvarenja etabliranih stvaralaca, već se poseban naglasak želi staviti na razmjenu znanja i iskustava s arhitektima i arhitekticama novih generacija obrazovanih u Sarajevu, a koji rade i stvaraju van granica Bosne i Hercegovine.

Pozvani učesnici, koji su potvrdili prisustvo, svoje projekte predstaviti će kroz skice, crteže, nacрте, makete, videouratke i prezentacije u više dimenzija i na različitim površinama. Ispričat će vizualnu priču svog stvaralaštva, predstavljajući nam svoja najznačajnija ostvarenja, praveći osvrt na vlastiti razvojni put, od njegovog početka u Sarajevu, preko događaja i doživljaja iz svijeta, do trenutka ponovnog vraćanja u Sarajevo na Izložbu "d.i.a.spona". Vrijedi napomenuti da pozvani učesnici predstavljaju i zemlje u kojima trenutno žive, u kojima su ostvarili profesionalne uspjehe i postali značajni članovi društva.

Objective of the Exhibition

The idea of presenting architects educated at the Faculty of Architecture Sarajevo originated from the desire to showcase their work, our architecture school, and was envisioned as an interactive exhibition. Over sixty (60) architects and architecture practitioners, with their most significant as well as personally unique works developed over decades of work abroad, will be presented in the atrium of the Sarajevo Railway Station. Seventy-five (75) years of the Faculty's existence means the same number of educated generations, from which individuals have left their creative mark in many countries around the world. For the first time, through this exhibition, we aim to bring them together in one place, in the impressive setting of the Sarajevo Railway Station, activating its atrium as well as the open space of the square as one of the significant public areas of the City of Sarajevo.

Special attention has been given to an appropriate name for this significant project; hence, the name d.i.a.spona reflects both the essence of the profession, our title, and the connection with our faculty's students abroad, which we aim to strengthen through this initiative.

The exhibition has more than one goal; it is not only about showcasing the achievements of established creators but also emphasizing the exchange of knowledge and experiences with architects of new generations educated in Sarajevo, who work and create beyond the borders of Bosnia and Herzegovina and the region.

Invited participants who have confirmed their attendance will present their projects through sketches, drawings, plans, models, video works, and presentations in various dimensions and on different surfaces, narrating a visual story of their creative work, presenting their most significant achievements, while reflecting on their developmental journey - from its beginnings in Sarajevo, through events and experiences from around the world, to their return to Sarajevo for the d.i.a.spona Exhibition. It is worth noting that the invited participants also represent the countries in which they currently reside, where they have achieved professional success and become significant members of society.



Sudionici izložbe i njihov rad

Izložba "d.i.a.spona" predstaviti će radove više od 60 uglednih arhitekata s Arhitektonskog fakulteta u Sarajevu, a koji djeluju izvan granica Bosne i Hercegovine. Ovi arhitekti priznati su po svojim značajnim doprinosima globalnoj arhitekturi, pojedinačnim ostvarenjima visokog kvaliteta, svojim izuzetnim akademskim karijerama, koje su u nekim slučajevima okrunjene i titulama akademika svjetski najpoznatijih akademija nauka i umjetnosti. U nastavku se nalazi pregled učesnika, a navedeni su i države i mjesta njihovog boravka.

Ademir Volić Kufi
London, UK

Adnan Harambašić
Oslo, Norveška

Aida Bratović
London, UK

Alen Jašarević
Njemačka

Alma i Milenko Simić
SAD

Boran Agošton
Dubai, UAE

Boris Cindrić
Pariz, Francuska

Boris Ilijanić
Herceg Novi, Crna Gora

Branislav Kovačević
Moskva, Rusija

Branko Tadić
SAD

Dalila Zubčević
Beč, Austrija

Dan Damir Šehić
New York, SAD

Davor Senečić
Zagreb, Hrvatska

Dragan David Stefanović
Australija i Slovenija

Dušan Savić
UK

Duško Bogunović
Auckland, Novi Zeland

Elma Durmišević
Nizozemska

Emina Rakić
Austrija

Ena Kukić i Dinko Jelačić
Graz, Austrija

Jasminko Muftić
New York, SAD

Jonus Ademović
New York, SAD

Kenan Klico
London, UK

Lidija Manuševa i Edgar Ferušić
Barcelona, Španija

Milan Malinović
Jascksonville, SAD

Mladen Jadrić
Beč, Austrija

Nerma Prohić
Wettingen, Švicarska

Nevil Binder
Beč, Austrija

Nikola Bašić
Zadar, Hrvatska

Nina i Željko Katalinić
Karlovac, Hrvatska

Vjekoslav Ivanišević
Hrvatska

Sabina Tanović
Delft, Nizozemska

Selma Harrington
Dablin, Irska

Semir Zubčević
Beč, Austrija

Srečko Kreitmayer
Ljubljana, Slovenija

Participants of the Exhibition and Their Work

The d.i.a.spona exhibition will showcase the works of over 60 distinguished architects from the Faculty of Architecture in Sarajevo, who operate beyond the borders of Bosnia and Herzegovina. These architects are recognised for their significant contributions to global architecture, high-quality individual achievements, and their exceptional academic careers, some of which have been crowned with titles from the world's most renowned academies of sciences and arts. Below is a summary of the participants, including their titles, and their current place of residence.

Ademir Volić Kufi
London, UK

Adnan Harambašić
Oslo, Norway

Aida Bratović
London, UK

Alen Jašarević
Germany

Alma i Milenko Simić
USA

Boran Agošton
Dubai, UAE

Boris Cindrić
Paris, France

Boris Ilijanić
Herceg Novi, Montenegro

Branislav Kovačević
Moscow, Russia

Branko Tadić
USA

Dalila Zubčević
Vienna, Austria

Dan Damir Šehić
New York, USA

Davor Senečić
Zagreb, Croatia

Dragan David Stefanović
Australia, Slovenia

Dušan Savić
UK

Duško Bogunović
Auckland, New Zealand

Elma Durmišević
Netherlands

Emina Rakić
Austria

Ena Kukić i Dinko Jelačić
Graz, Austria

Jasminko Muftić
New York, USA

Jonus Ademović
New York, USA

Kenan Klico
London, UK

Lidija Manuševa i Edgar Ferušić
Barcelona, Spain

Milan Malinović
Jascksonville, USA

Mladen Jadrić
Vienna, Austria

Nerma Prohić
Wettingen, Switzerland

Nevil Binder
Vienna, Austria

Nikola Bašić
Zadar, Croatia

Nina i Željko Katalinić
Karlovac, Croatia

Vjekoslav Ivanišević
Croatia

Sabina Tanović
Delft, Netherlands

Selma Harrington
Dablin, Ireland

Semir Zubčević
Vienna, Austria

Srečko Kreitmayer
Ljubljana, Slovenija

Vladimir Krstić
Kansas City, SAD

Zdravko Vuleta
Milano, Italija

Zlatan Tešić
Beč, Austrija

Silva Stojak
Charlottetown, Prince Edward Island, Kanada

Lidija i Đevad Murtić
Španija

Tihomil Kreitmayer
Rijeka, Hrvatska

Melisa Grozdanić
Halden, Norveška

Nataša Lučić
Glasgow, UK

Alma Čatović
Moskva, Rusija

Midhat Česović
Neudorf, Austrija

Branka Dimitrijević
Glasgow, UK, Lion, Francuska

Boran Hrelja
Kanada

Armin Memić
Köln, Njemačka

Darko Sefić
Houston, Texas, SAD

Ante Uglešić
Zadar, Hrvatska

Neda Božović
SAD

Tisa Dodić
Poreč, Hrvatska

Saša Levi
Izrael

Dragan Miladinović
Kostarika

Goran Tijanić
Toronto, Kanada

Nihad Džido
Irska

Edin Šehić
Amsterdam, Nizozemska

Milada Pržulj
Louisville, Kentucky, SAD

Svjetlana Medić
Beograd, Srbija

Biljana Savić
London, UK

Ilija Vukorep
Kassel, Njemačka

Branislav Nikolić
Johannesburg, Južna Afrika

Leon Lulić
Makarska, Hrvatska

Gordana Aškraba
Vankuver, Kanada

Željko Lončar
Australija

Saša Kulidžan
Ujedinjeno Kraljevstvo

Vedrana Perić
Beč, Austrija; Zagreb, Hrvatska

Lejla Muhasilović
Manama, Bahrein

Darko Glazer
Katar, UAE

Mirza Eminagić
Slovenija

Amela Jesenković-Obrenović
Cirih, Švicarska

Samra Jahić
UAE

Dragan Pećanac
Srbija

Slavica Ferenc
Srbija

Snežana Dopudj
Srbija

Aleksandra Nikolić
Švicarska

Faketa Kaić
Beograd, Srbija

Nerma Prnjavorac Cridge
UK

Mirna Pedalo
UK

Amra Salihbegović
Milano, Italija

Meliha Konjičanin
Zürich, Švicarska

Relja Ferušić
Barcelona, Španija

Maja Babić
Groeningen, Nizozemska



Vladimir Krstić
Kansas City, USA

Zdravko Vuleta
Milano, Italy

Zlatan Tešić
Vienna, Austria

Silva Stojak
Charlottetown, Prince Edward Island, Canada

Lidija i Đevad Murtić
Spain

Tihomil Kreitmayer
Rijeka, Croatia

Melisa Grozdanić
Halden, Norway

Nataša Lučić
Glasgow, UK

Alma Čatović
Moscow, Russia

Midhat Česović
Neudorf, Austria

Branka Dimitrijević
Glasgow, UK, Lion, France

Boran Hrelja
Canada

Armin Memić
Köln, Germany

Darko Sefić
Houston, Texas, USA

Ante Uglešić
Zadar, Croatia

Neda Božović
USA

Tisa Dodić
Poreč, Croatia

Saša Levi
Israel

Dragan Miladinović
Costarica

Goran Tijanić
Toronto, Canada

Nihad Džido
Ireland

Edin Šehić
Amsterdam, Netherlands

Milada Pržulj
Louisville, Kentucky, USA

Svjetlana Medić
Beograd, Serbia

Biljana Savić
London, UK

Ilija Vukorep
Kassel, Germany

Branislav Nikolić
Johannesburg, South Africa

Leon Lulić
Makarska, Croatia

Gordana Aškraba
Vankuver, Canada

Željko Lončar
Australia

Saša Kulidžan
UK

Vedrana Perić
Vienna, Austria; Zagreb, Croatia

Lejla Muhasilović
Manama, Bahrein

Darko Glazer
Katar, UAE

Mirza Eminagić
Slovenia

Amela Jesenković-Obrenović
Zürich, Switzerland

Samra Jahić
UAE

Dragan Pećanac
Serbia

Slavica Ferenc
Serbia

Snežana Dopudj
Serbia

Aleksandra Nikolić
Switzerland

Faketa Kaić
Beograd, Serbia

Nerma Prnjavorac Cridge
UK

Mirna Pedalo
UK

Amra Salihbegović
Milano, Italy

Meliha Konjičanin
Zürich, Switzerland

Relja Ferušić
Barcelona, Špania

Maja Babić
Groeningen, Netherlands

Mjesto održavanja izložbe

Mjesto održavanja izložbe je aula Željezničke stanice u Sarajevu, proglašena nacionalnim spomenikom zbog izuzetne arhitektonske vrijednosti. Prednost izbora ove lokacije jedinstvena je prilika za revitalizaciju ovog historijski i arhitektonski značajnog objekta, koji je trenutno u dosta lošem stanju. Sredstva namijenjena za pripremu izložbenog prostora ne samo da bi unaprijedila funkcionalnost objekta već bi mu dala i novu namjenu i značaj te doprinijela njegovoj trajnoj zaštiti i prezentaciji vrijednosti kulturnog spomenika.

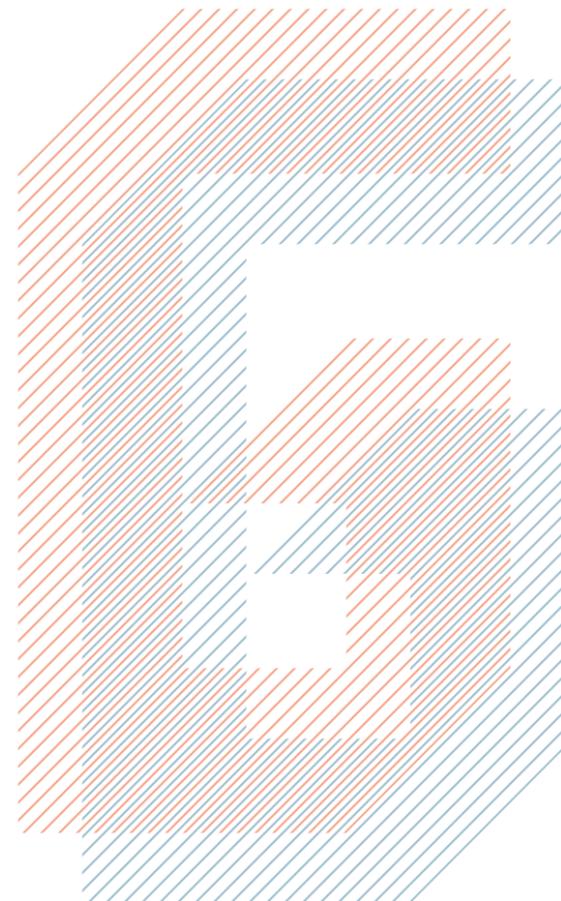
Smještena je u gradskoj općini Novo Sarajevo, a izgrađena je između 1947. i 1952. godine, prema originalnom projektu čeških arhitekata Kohouta, Prohaske i Hacara, a kasnije je završena pod vodstvom Bogdana Stojkova. Arhitektonski gledajući, stanica je značajan primjer modernističke arhitekture iz sredine 20. stoljeća u Bosni i Hercegovini. Njen centralni element prostrana je željeznička aula s tlocrtnom osnovom u obliku isječka prstena, podijeljena na devet segmenata s nosivim stubovima. Konstrukcija aule uključuje parabolične hiperboloide prednapregnutog armiranog betona, koji stvaraju dinamičnu, zakrivljenu liniju krova. Krila zgrade raspoređena su oko centralne aule i povezane sa željezničkim peronima i ostalim funkcionalnim prostorima. Svojom monumentalnošću i funkcionalnošću stanica je simbol arhitektonske inovacije tog perioda dok su naknadne obnove, posebno nakon oštećenja tokom rata 1992–1995, očuvale njenu arhitektonsku i kulturnu vrijednost.

Dizajn izložbe

Članovi Savjeta (Kustoski tim) izložbe koordinirat će rad na Izložbi do donošenja konačne odluke o projektima koji će biti prezentirani, kako bi se osigurala raznolika i reprezentativna selekcija, koja naglašava raspon i značaj doprinosa istaknutih arhitekata.

Poseban arhitektonski projekt bit će sam dizajn Izložbe koji će proizaći iz pojedinačnih prijedloga svakog izlagača, mogućnosti prostora te arhitektonskog natječaja, koji će uključiti planiranje rasporeda s ciljem stvaranja koherentnog i zanimljivog toka, usmjeravajući posjetitelje kroz izložbu i poboljšavajući njihovo razumijevanje i uvažavanje izloženih radova.

Bit će pripremljeni neophodni interpretativni materijali, uključujući opise, oznake i pozadinske informacije za svaki rad. Ovi materijali trebaju biti dostupni i na engleskom jeziku kako bi se zadovoljila šira publika i pružio dublji uvid u kontekst i značaj svakog djela.



Exhibition venue

The venue for the exhibition is the atrium of the Sarajevo Railway Station, which has been declared a national monument due to its exceptional architectural value. The advantage of choosing this location is the unique opportunity to revitalise a historically and architecturally significant building that is currently in poor condition. The funds allocated for preparing the exhibition space will not only enhance the functionality of the building but will also provide it with a new purpose and significance, contributing to its long-term protection and the presentation of the cultural monument's value.

Located in the Novo Sarajevo municipal district, it was constructed between 1947 and 1952 according to the original design by Czech architects Kohout, Prohaska, and Hacara, and was later completed under the guidance of Bogdan Stojkov. Architecturally, the station is a significant example of mid-20th-century modernist architecture in Bosnia and Herzegovina. The central element of the station is the spacious railway hall with a floor plan in the shape of a ring segment, divided into nine segments with supporting columns. The hall's structure includes parabolic hyperboloids of prestressed reinforced concrete, creating a dynamic, curved roof line. The wings of the building are arranged around the central hall and are connected to the railway platforms and other functional spaces. With its monumental presence and functionality, the station is a symbol of architectural innovation of that era, while subsequent renovations, particularly after the damage sustained during the 1992–1995 war, have preserved its architectural and cultural value.

Exhibition Design

The Exhibition Advisory Board (Curatorial Team) will coordinate the work on the Exhibition until a final decision is made on the projects to be presented, ensuring a diverse and representative selection that highlights the range and significance of contributions by prominent architects.

A special architectural project will be the design of the Exhibition itself, arising from individual proposals by each exhibitor, the possibilities of the space, and an architectural competition, which will include planning the layout to create a coherent and engaging flow, guiding visitors through the exhibition and enhancing their understanding and appreciation of the displayed works.

Necessary interpretive materials, including descriptions, labels, and background information for each piece, will be prepared. These materials should be available in both our language and English to cater to a broader audience and provide deeper insight into the context and significance of each work.

Marketing i promocija

Za promociju i marketing izložbe “d.i.a.SPONA” bit će izrađen sveobuhvatan plan, koji će osigurati široku vidljivost i visoku posjećenost događaja. Plan će obuhvatiti različite kanale komunikacije, uključujući društvene mreže, medijske objave, distribuciju letaka i druge promotivne aktivnosti kako bi se obavijestila raznolika publika, od stručne zajednice do šire javnosti. Jedan od ključnih elemenata promocije jeste komunikacijska strategija, koja će obuhvatiti precizno planirane vremenske korake kako bi se promocija odvijala pravovremeno i efikasno. Stručna agencija preuzet će odgovornost za PR kampanju, uključujući kreiranje i implementaciju kampanje, lobiranje medija te organizaciju TV gostovanja. Time se omogućava visoka profesionalnost i usmjerenost komunikacije prema ciljanoj publici.

Centralni događaj PR kampanje bit će pres-konferencija, koja će okupiti ključne medijske predstavnike. Organizacija pres-konferencije uključuje sve korake od pozivanja medija, moderiranja događaja do kreiranja i distribucije saopćenja.

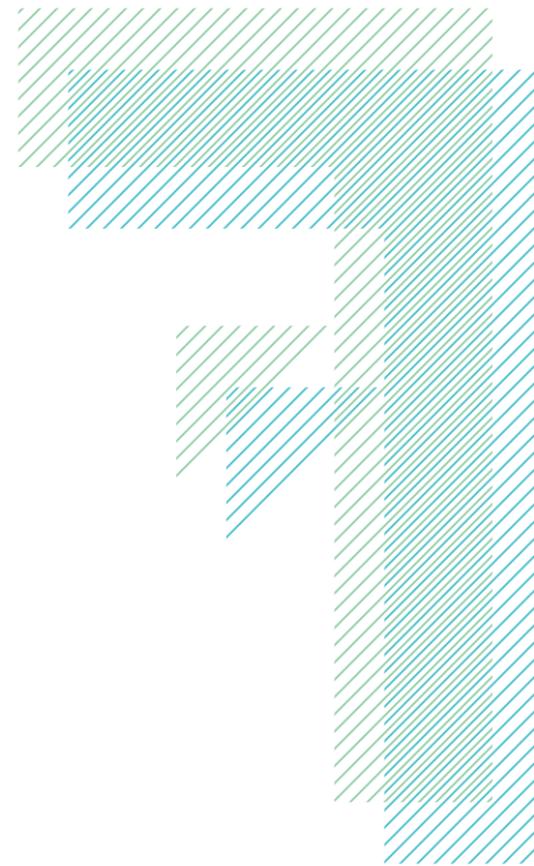
Kada je riječ o društvenim mrežama, kreirat će se i voditi specijalizirani sadržaji prilagođeni različitim platformama. Cilj je ne samo informirati publiku o događaju već i angažirati ih kroz interaktivne postove, analize i praćenje interakcije na mrežama. Praćenje analitika omogućit će prilagođavanje sadržaja u realnom vremenu kako bi se postigli maksimalni rezultati u vidljivosti i angažmanu.

Paralelno s ovim aktivnostima bit će organizirana i distribucija letaka i drugih štampanih materijala za promociju izložbe na ključnim lokacijama u gradu, kao što su kulturni centri, fakulteti i javni prostori. Ove aktivnosti imaju za cilj doprijeti do šire javnosti i osigurati njihovo sudjelovanje na izložbi.

Osim promotivnih aktivnosti poseban fokus bit će stavljen na stručnu javnost kroz objavljivanje dviju knjiga. One će biti ključni elementi promocije među arhitektonskom zajednicom. Put u arhitekturu sadržavat će kratke biografije, profesionalne priče odabranih arhitekata i dio iz opsega njihovih radova, a Zbornik radova ponudit će eseje, predavanja, izlaganja na panel-diskusijama i druge radove napravljene povodom održavanja izložbe.

Potencijalna partnerstva s institucijama, kao što su Univerzitet u Sarajevu, Grad Sarajevo, Kanton Sarajevo i drugi nivoi uprave u Bosni i Hercegovini, dodatno će pojačati vidljivost izložbe i osigurati njen uspjeh.

Na kraju, sve aktivnosti bit će pažljivo praćene i dokumentirane kroz press clipping, odnosno detaljan izvještaj o medijskim objavama, što će omogućiti procjenu uspješnosti kampanje i daljnje unapređenje sličnih projekata u budućnosti.



Marketing and Promotion

A comprehensive plan will be developed for the promotion and marketing of the d.i.a.spona exhibition to ensure broad visibility and high attendance. The plan will cover various communication channels, including social media, media releases, leaflet distribution, and other promotional activities, to inform a diverse audience ranging from professionals to the general public.

A key element of the promotion will be the communication strategy, which will include precisely planned timelines to ensure timely and effective promotion. A specialised agency will be responsible for the PR campaign, including creating and implementing the campaign, media lobbying, and organising TV appearances. This approach ensures high professionalism and targeted communication to the intended audience.

The central event of the PR campaign will be a press conference, which will gather key media representatives. Organising the press conference includes all steps from inviting the media, moderating the event, to creating and distributing press releases.

For social media, specialised content tailored to different platforms will be created and managed. The aim is not only to inform the public about the event but also to engage them through interactive posts, analyses, and monitoring of interactions on social media. Analytics tracking will enable real-time adjustments to content to achieve maximum visibility and engagement.

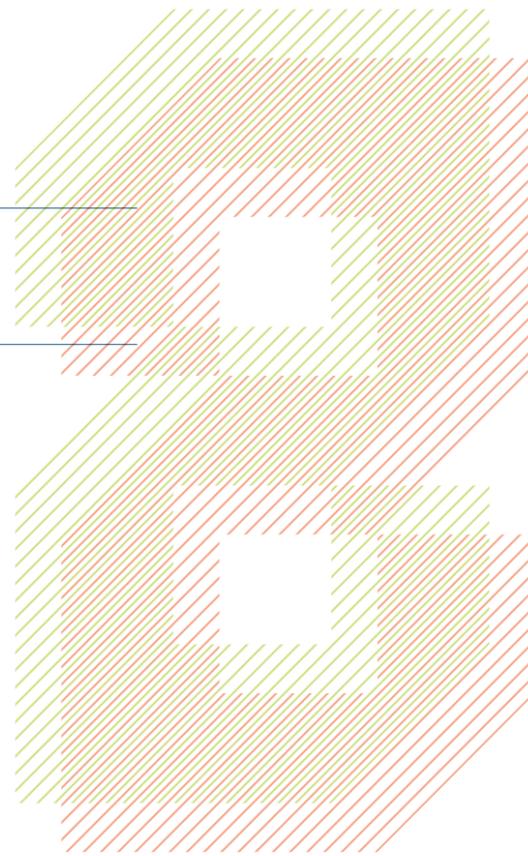
Alongside these activities, leaflet and other printed material distribution will be organised to promote the exhibition at key locations in the city, such as cultural centres, universities, and public spaces. These activities aim to reach a broader audience and ensure their participation in the exhibition.

In addition to promotional activities, special focus will be placed on the professional community through the publication of two books, which will be key elements of the promotion within the architectural community. “Path to Architecture” will contain short biographies, professional stories of selected architects, and excerpts of their work, while “Proceedings” will include essays, lectures, panel discussions, and other works produced in connection with the exhibition.

Potential partnerships with institutions such as the University of Sarajevo, City of Sarajevo, Sarajevo Canton, and other levels of government in BiH will further enhance the visibility of the exhibition and ensure its success. Finally, all activities will be carefully monitored and documented through press clippings, providing a detailed report on media coverage, which will allow for the assessment of the campaign’s success and the further improvement of similar projects in the future.

Tehničke aktivnosti

-
- 01 Izrada i montaža konstrukcije za izlaganje**
1. Izrada i montaža panela
2. Apliciranje dizajna na panele
-
- 02 Prevoz i smještaj učesnika**
Prevoz za 60 osoba
Hotelski smještaj za 60 osoba
-
- 03 Dizajn i vizualni identitet**
1. Vizualni identitet (logo / logotip, standardi upotrebe)
2. Dizajn osnovnog vizuala
3. Primjena (billboard, dizajn nestandardnih fasadnih upotreba vizuala, plakat, city light)
4. Publikacija (katalog) do 100 stranica
5. Brendiranje prostora (signalizacija i potpisi, unutrašnje apliciranje vizuala)
6. Dizajn akreditacija
7. Dizajn promotivnih printanih materijala (letak, afiša)
8. Digitalna upotreba (dizajn elemenata za Facebook stranicu, Facebook cover, profile picture, event cover, dizajn elemenata za Instagram stranicu, Instagram cover, profile picture, Instagram post, dizajn prezentacijskih slajdova)
-
- 04 PR aktivnosti**
1. Kreiranje komunikacijske strategije s terminskim planom
2. Agencijsko preuzimanje PR kampanje – kreiranje i implementiranje kampanje, lobiranje medija i TV gostovanja, consulting
3. Pres-konferencija – organiziranje, moderiranje, poziv medijima, saopćenje, lobiranje
4. Saopćenje – kreiranje, distribucija i follow up
5. Social media – kreiranje i vođenje društvenih mreža i sadržaja, praćenje analitika i interakcije na društvenim mrežama
6. Press clipping – detaljan izvještaj medijskih objava
-
- 05 Otvaranje izložbe**
1. Bina
2. Osvjetljenje
3. Ozvučenje
4. Catering
5. Poseban program
-



Technical Activities

-
- 01 Construction and Assembly of Exhibition Structures**
1. Panel Production and Assembly
2. Application of Design on Panels
-
- 02 Transport and Accommodation for Participants**
1. Transport for 60 People
2. Hotel Accommodation for 60 People
-
- 03 Design and Visual Identity**
1. Visual Identity, Logo/Logotype, Usage Standards
2. Design of Core Visuals
3. Application (Billboards, Non-standard Facade Visual Uses, Posters, City Lights)
4. Publication (Catalogue) up to 100 Pages
5. Space Branding (Signage and Labels, Internal Application of Visuals)
6. Accreditation Design
7. Design of Promotional Printed Materials (Leaflet, Poster)
8. Digital Use (Design Elements for Facebook Page, Facebook Cover, Profile Picture, Event Cover, Design Elements for Instagram Page, Instagram Cover, Profile Picture, Instagram Post, Design of Presentation Slides)
-
- 04 PR Activities**
1. Creation of Communication Strategy with Timetable
2. Agency Management of PR Campaign - Creating and Implementing the Campaign, Media Lobbying, TV Appearances, Consulting
3. Press Conference - Organisation, Moderation, Media Invitations, Press Release, Lobbying
4. Press Release - Creation, Distribution, and Follow-Up
5. Social Media - Creation and Management of Social Media Content, Monitoring Analytics and Interactions
6. Press Clipping - Detailed Report on Media Coverage
-
- 05 Exhibition Opening**
1. Stage
2. Lighting
3. Sound System
4. Catering
5. Special Program
-

-
- 06 Osoblje izložbe**
1. Osoblje za čišćenje
2. Osoblje za osiguranje
3. Osoblje za tehničko održavanje
4. Redari
-

- 07 Štampanje**
1. Knjiga
2. Zbornik
3. Katalog
4. Paneli
5. Poster
6. Pamfleti
-

- 08 Naknade organizatorima izložbe**
1. Angažman organizatora putem ugovora o djelu za implementaciju Udruženje "LIFT – prostorne inicijative" Sarajevo
-

- 09 Korištenje Billboard, city light**
-

- 10 Arhitektonski natječaj za unutrašnje uređenje prostora Željezničke stanice**
1. Raspisivanje natječaja
2. Prva nagrada
-

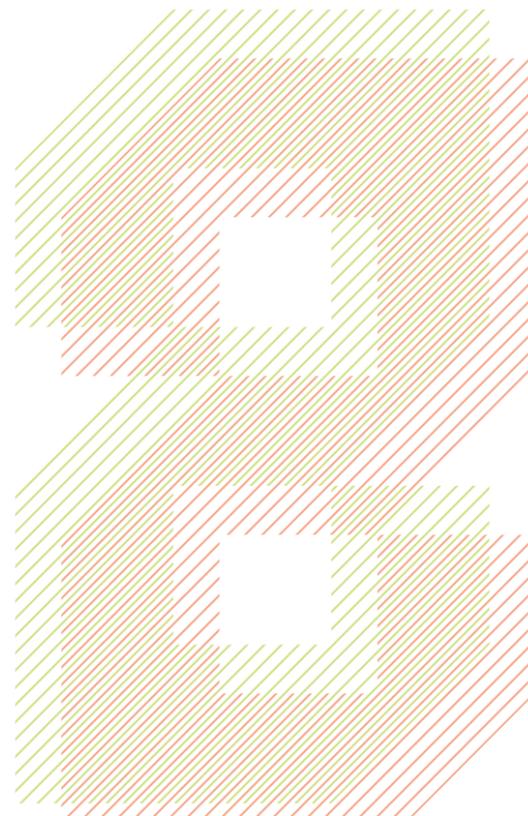
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- 06 Exhibition Staff**
1. Cleaning Staff
2. Security Staff
3. Technical Maintenance Staff
4. Shaperones
-

- 07 Printing**
1. Book
2. Proceedings
3. Catalogue
4. Panels
5. Posters
6. Pamphlets
-

- 08 Organizer Fees**
1. Engagement of Organisers via Service Contract
2. Implementation by the Association "LIFT – Spatial Initiatives" Sarajevo
-

- 09 Use of Billboards and City Lights**
-

- 10 Architectural Competition for the Interior Design of the Railway Station**
1. Announcement of Competition
2. First Prize
-



Plan aktivnosti

august septembar 2024.	Finalizacija prijedloga <ul style="list-style-type: none">• Početak rada na finalizaciji prijedloga organizacije izložbe na bazi pojedinačnih prijedloga autora• Finalna identifikacija i kontakt sa svim učesnicima• Potpisivanje ugovora s Upravom Željezničke stanice Sarajevo o korištenju prostora za potrebe izložbe• Prijedlog Arhitektonskog natječaja<ul style="list-style-type: none">• Priprema prijedloga projektnog zadatka za uređenje unutrašnjeg prostora aule Željezničke stanice• Raspisivanje natječaja• Prijedlog koncepta knjige Zbornik radova<ul style="list-style-type: none">• Prijedlog aktivnosti za dokumentiranje svih stručnih događaja tokom realizacije projekta Izložbe (predavanja, diskusije, eseji autora, itd.)• Sastanak Savjeta Izložbe<ul style="list-style-type: none">• Usvajanje dinamike aktivnosti• Usvajanje planiranog budžeta• Osvrt na dosadašnji rad• Stalna aktivnost na prikupljanju materijala za Izložbu u komunikaciji s autorima – učesnicima• Izrada plana komunikacije i posjete potencijalnim sponzorima Izložbe
oktobar 2024.	Logistika <ul style="list-style-type: none">• Definiranje i ugovaranje svih logističkih potreba – transport, smještaj, skladištenje, servis, ugostiteljstvo, čišćenje, osiguranje, itd.• Rad na izradi knjige Put u arhitekturu• Raspisivanje Natječaja za arhitektonsko rješenje uređenja unutrašnjeg prostora aule Željezničke stanice• Utvrđivanje roka predaje radova• Rad na dizajnu vizualnog identiteta Izložbe
novembar 2024.	Sastanak Savjeta izložbe <ul style="list-style-type: none">• Izvještaj o realizaciji projekta• Plan daljnjih aktivnosti• Usvajanje prijedloga dizajna promotivnog materijala
decembar 2024.	<ul style="list-style-type: none">• Zatvaranje Natječaja i prijem studentskih radova unutrašnjeg uređenja prostora aule Stanice i načina prezentacije radova učesnika izložbe• Izrada promotivnih materijala

Plan of activities

August September 2024	Finalisation of Proposals <ul style="list-style-type: none">• Commencement of Finalising the Exhibition Organisation Proposal: Start work on finalising the exhibition organisation based on individual author proposals.• Final Identification and Contact with All Participants• Signing of Agreement with the Management of Sarajevo Railway Station: Agreement on the use of space for the exhibition.• Architectural Competition Proposal:<ul style="list-style-type: none">• Preparation of Project Task Proposal: For the interior design of the Railway Station hall.• Announcement of Competition• Proposal for the Book Concept "Proceedings":<ul style="list-style-type: none">• Proposal of Activities for Documenting All Professional Events During the Project: Lectures, discussions, author essays, etc.• Exhibition Council Meeting:<ul style="list-style-type: none">• Approval of Activity Schedule• Approval of Planned Budget• Review of Progress to Date• Ongoing Collection of Exhibition Materials: Ongoing communication with participating authors.• Preparation of Communication Plan and Visits to Potential Exhibition Sponsors
October 2024	Logistics: <ul style="list-style-type: none">• Definition and Agreement on All Logistical Needs: Transport, accommodation, storage, service, catering, cleaning, security, etc.• Work on the Book "Journey into Architecture"• Announcement of Competition for the Interior Design of the Railway Station Hall• Establishment of Deadline for Submission of Works• Work on Designing the Exhibition Visual Identity
November 2024	Exhibition Council Meeting: <ul style="list-style-type: none">• Report on Project Realisation• Plan for Further Activities• Approval of Promotional Material Design Proposals
December 2024	<ul style="list-style-type: none">• Closure of Competition and Receipt of Students' Works: For interior design of the Station hall and presentation methods for exhibition participants.• Production of Promotional Materials

januar 2025.	<ul style="list-style-type: none"> ● Predaja prijava po javnim pozivima za finansiranje projekata iz oblasti kulture ● Rezultati Natječaja <ul style="list-style-type: none"> • Sjednica Žirija i izbor radova • Nagrađivanje odabranih radova ● Početak medijske kampanje
februar 2025.	<ul style="list-style-type: none"> ● Sastanak Savjeta <ul style="list-style-type: none"> • Pregled stanja svih aktivnosti u realizaciji • Rezultati aktivnosti na prijavi potencijalnih sponzora i donatora • Pregled javnih poziva za finansiranje projekata iz oblasti kulture • Priprema prijedloga formata izložbe za prikazivanje u drugim gradovima zemlje i regije
mart 2025.	<ul style="list-style-type: none"> ● Priprema interpretativnih materijala za Izložbu ● Sastanak Savjeta <ul style="list-style-type: none"> • Pregled stanja svih aktivnosti u realizaciji • Pregled javnih poziva za finansiranje projekata iz oblasti kulture
april 2025.	<ul style="list-style-type: none"> ● Sastanak Savjeta za tekuća pitanja ● Rad na finalizaciji interpretativnih materijala za Izložbu ● Priprema programa otvaranja Izložbe ● Prijedlog Formata izložbe za prikazivanje u drugim gradovima
maj 2025.	<ul style="list-style-type: none"> ● Finalizacija interpretativnih materijala Izložbe ● Naručivanje izrade materijala prema specifikaciji ● Naručivanje materijala za uređenje prostora za održavanje izložbe ● Priprema programa otvaranja Izložbe
jun 2025.	<ul style="list-style-type: none"> ● Sastanak Savjeta za tekuća pitanja ● Početak pripremnih i probnih aktivnosti na uređenju prostora održavanja Izložbe u Željezničkoj stanici Sarajevo ● Priprema programa otvaranja Izložbe
jul 2025.	<ul style="list-style-type: none"> ● Izrada projekta scenografije otvaranja izložbe
august 2025.	<ul style="list-style-type: none"> ● Medijska promocija – TV emisije, razgovori, publikacije, članci
septembar 2025.	<ul style="list-style-type: none"> ● Priprema prostora održavanja Izložbe s pratećim sadržajima za predavanja i diskusije ● Priprema programa otvaranja Izložbe
oktobar 2025.	<ul style="list-style-type: none"> ● Svečano otvaranje izložbe ● Predavanja ● Diskusije i intervjui s učesnicima



January 2025	<ul style="list-style-type: none"> ● Competition Results: <ul style="list-style-type: none"> • Jury Meeting and Selection of Works • Awarding of Selected Works ● Commencement of Media Campaign
February 2025	<p>Exhibition Council Meeting:</p> <ul style="list-style-type: none"> ● Review of All Ongoing Activities ● Results of Sponsorship and Donor Applications ● Review of Public Calls for Cultural Project Funding ● Preparation of Exhibition Format Proposal for Display in Other Cities and Regions
March 2025	<ul style="list-style-type: none"> ● Preparation of Interpretative Materials for the Exhibition ● Exhibition Council Meeting: <ul style="list-style-type: none"> • Review of All Ongoing Activities • Review of Public Calls for Cultural Project Funding
April 2025	<ul style="list-style-type: none"> ● Exhibition Council Meeting for Ongoing Issues ● Finalisation of Interpretative Materials for the Exhibition ● Preparation of Exhibition Opening Programme ● Proposal for Exhibition Format for Display in Other Cities
May 2025	<ul style="list-style-type: none"> ● Finalisation of Interpretative Materials for the Exhibition ● Ordering of Materials According to Specification ● Ordering of Materials for Space Arrangement for Exhibition ● Preparation of Exhibition Opening Programme
June 2025	<ul style="list-style-type: none"> ● Exhibition Council Meeting for Ongoing Issues ● Commencement of Preparatory and Trial Activities for Space Arrangement: For the exhibition at the Sarajevo Railway Station. ❖ Preparation of Exhibition Opening Programme
July 2025	<ul style="list-style-type: none"> ● Creation of Exhibition Opening Scenography Project
August 2025	<ul style="list-style-type: none"> ● Media Promotion: TV programmes, interviews, publications, articles.
September 2025	<ul style="list-style-type: none"> ● Preparation of Exhibition Space with Supporting Content: For lectures and discussions. ● Preparation of Exhibition Opening Programme
October 2025	<ul style="list-style-type: none"> ● Grand Opening of the Exhibition ● Lectures ● Discussions and Interviews with Participants

