

Urban Incubator: Belgrade Blog

April 28, 2013

First impressions of "A Model for Savamala" – Workshop 1: Fact-finding

In a context of an approaching substantial transformation of Savamala we believe it is crucial to make the area understandable. It will be of a great advantage for the area's development if we have an as clear as possible idea on what Savamala is made of, its activities, what are the interests involved and what ambitions do the different stakeholders in the area aspire to. For this reason we would like to make the area of Savamala transparent through the means of architectural representation, relating to the sociological, economic and political facts. For the 'Urban Incubator' open call we are proposing a 3D physical model of Savamala.



Photo: Nebojša Vasić © Goethe Institut



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Photo: Nebojša Vasić © Goethe Institut

BUREAU SAVAMALA

Jürgen Krusche, Philipp Klaus,
Dobrica Veselinović



Bureau Savamala / Biro Savamala

REPORT November 2013

Team:

Philipp Klaus, Dr., Economic and Social Geographer, INURA Zürich Institut (from May 2013)

Jürgen Krusche, Cultural scientist, Zürcher Hochschule der Künste ZHdK, University of Arts Zurich

Dobrica Veselinović, Political Scientist, Biro Savamala, Belgrade.

(Richard Wolff, Dr. Geographer, retreated from the project in May 2013 due to his election as vice mayor of the city of Zurich, Switzerland)

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A) INTRODUCTION

The Bureau Savamala had the task to observe, monitor and research the UIB activities and their impacts on the neighbourhood. One of the main topics was to keep track of changes in the Savamala neighbourhood during the project period. There is not yet a clear picture to what extent the UIB activities influenced the development in the neighbourhood. The team Bureau Savamala executed a series of investigations to get hold of changes, of perceptions of inhabitants, workers and visitors.



Picture 1: Bureau Savamala (left) in the Svetozara Radića 3, Belgrade

B) OVERVIEW OF WORKS EXECUTED BY BUREAU SAVAMALA

Savamala and UIB transformation observation by the team Bureau Savamala / Biro Savamala:

- Survey May 13 (interviews with inhabitants, visitors, workers; n=29)
- Savamala Profile (extraction of bipolar profile attributes by the interviewed persons of the survey May 13)
- Interviews with UIB project leaders, experts, stakeholders about the UIB
- Media coverage report and evaluation of the most important topics of Savamala
- Observation of real estate market, house prices and rent development
- Observation of changes in shops and usage of spaces in Savamala
- Photo documentation (May / Sep / (Nov) Register of all houses in the observation area.
- ‘Like - Dislike Savamala’: inhabitants taking photos of positive and negative aspects of the neighbourhood
- ‘Like - Dislike Savamala’ - Exhibition with vernissage at Biro Savamala, Svetozara Radića 3, 14.7.2013.
- Publication of ‘Like - Dislike Savamala’ in the 2nd Camenzind Belgrade Journal, pp. 51 – 68
- Nightwatch: Analysis of night and party life in

Savamala

- Written survey UIB project leaders Oct/Nov 13
- Survey Oct/Nov 13 (interviews with inhabitants and workers; n=20). Main focus: Perception of UIB.
- Mapping of changes in the use of shops and other venues.

On the following pages you find some of our work and results.

C) ‚SAVAMALA PROFILE‘

Savamala Profile was part of the first series of spontaneous street interviews in May 2013. Inhabitants, working people and visitors were asked: „If you think of Savamala, please put in each row one mark in the box you think suits best to Savamala“

Legend: 1 = very much / 2 = a bit / 3 = neutral, neither / 4 = a bit / 5 = very much. Negative Labels are on the left side, positive labels on the right.

All categories

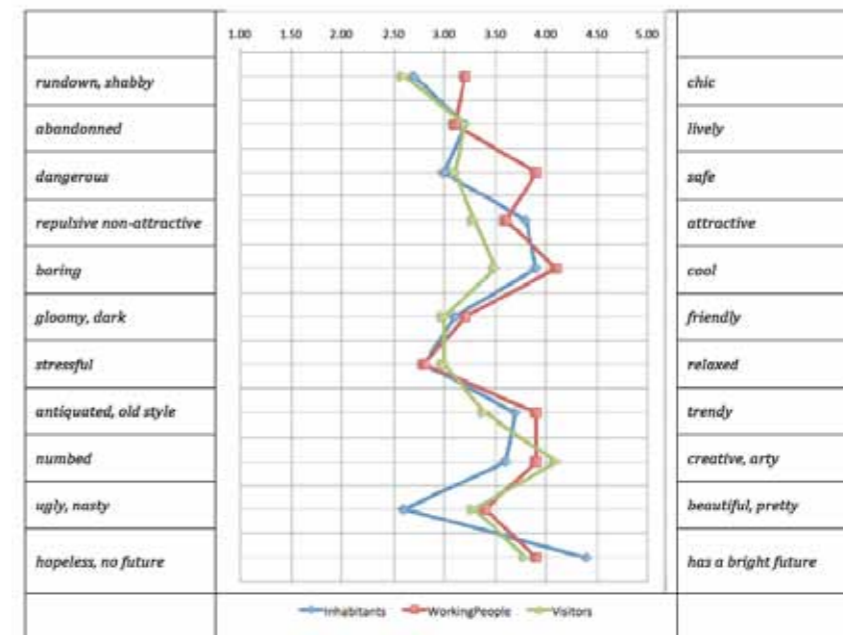


Figure 1 : Savamala Profile overall result (n=29)

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The general picture of the „Savamala profile“ is slightly positive with an average value of 3.40. Inhabitants, Working people and Visitors judge quite similar with values of 3.35, 3.55 and 3.30.

Out of the eleven polar labels there are two negative values: „rundown, shabby/chic“ (2.83) and „stressful/relaxed“ (2.87). But both of them are close to neutral (3.00). Out of the three categories the inhabitants judge Savamala the most „ugly or nasty“.

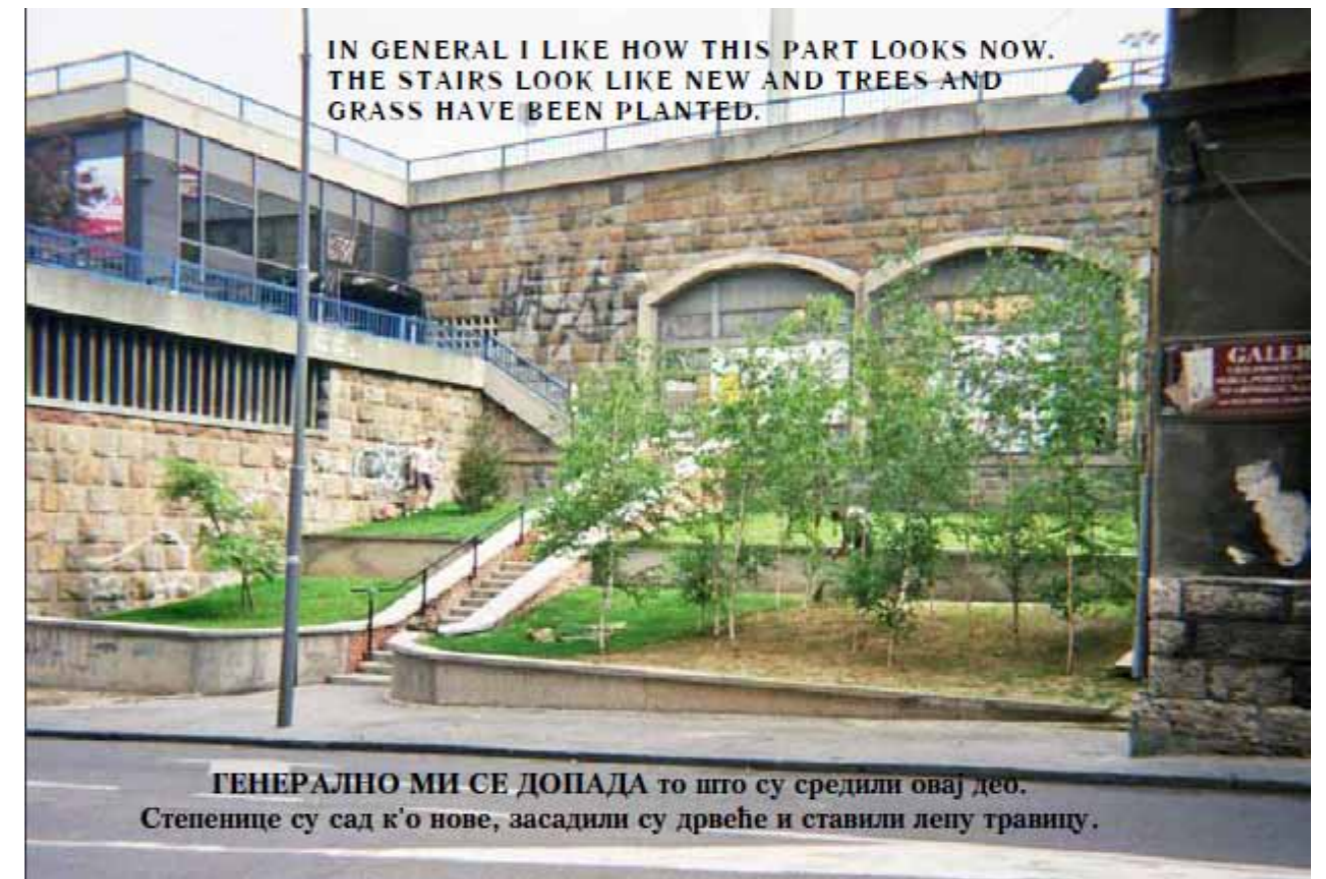
The highest value of all labels is 4.03 for the „bright future“. The inhabitants value this label with 4.44, the working people are slightly more skeptical about the future (3.90).

D) LIKE / DISLIKE SAVAMALA

A special method to capture the voices of inhabitants on their environments was applied by the ‚Substitute Photo Inquiry‘. It is called substitute because not the researchers take photos but randomly selected people, inhabitants of Savamala in our case. They were given a one-way camera with a film inside. The task for them was to take pictures of the places or things they like and those they do not like – five pictures each. After that they brought the cameras back to Bureau Savamala in order to have the films processed in a laboratory. Dobrica Veselinović then organised an exhibition with the photos which was accompanied with discussions. An extended report with some of the photos and comments can be read in the Camenzind journal pp. 51 – 68.



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Picture 2&3: Photos and comments done by inhabitants of Savamala in the Like/Dislike project of Bureau Savamala (published in Camenzind journal)

E) PHOTO DOCUMENTATION

The photo documentation is a big help to capture changes in the physical environment of the neighbourhood. All houses were registered and many details which were assumed to undergo a change in the near future.





Picture 6: Party in Savamala, August 2013

H) OBSERVATION OF CHANGES IN SHOPS AND USE OF SPACES IN SAVAMALA

An excellent work on the uses of houses in Savamala was executed by students of ETH Zurich in autumn/winter 2012. Bureau Savamala updated this work as for October 2013.

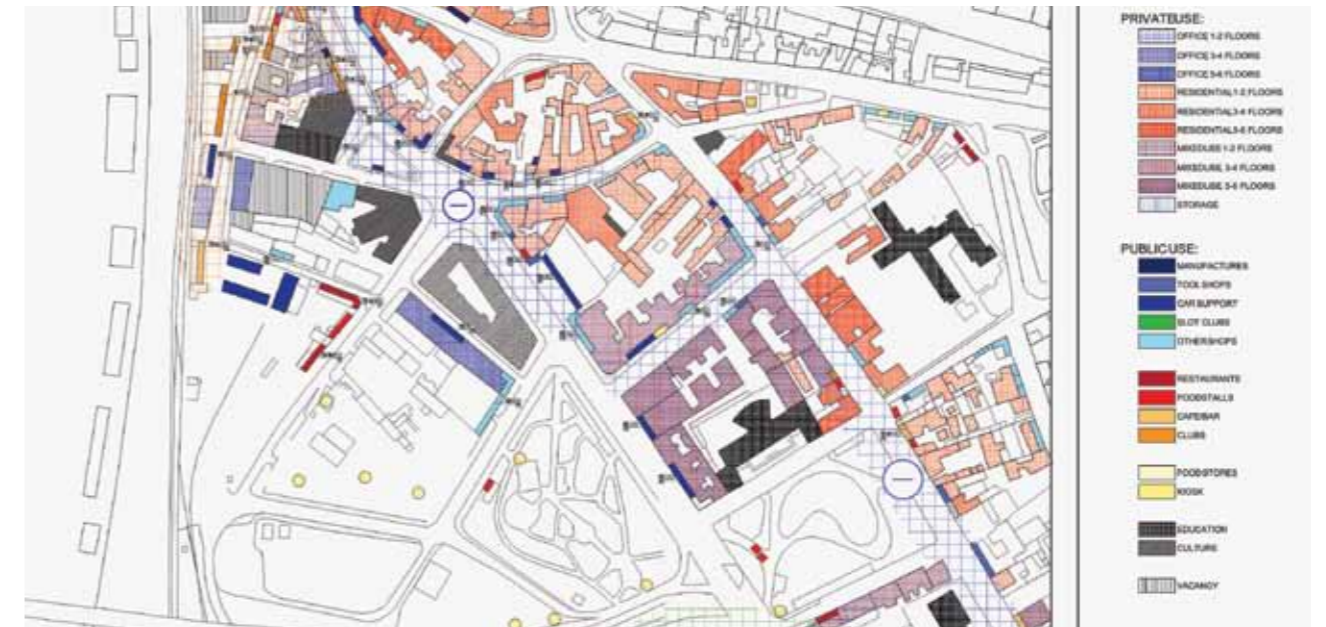


Figure 3: Situation "on the ground" conducted by ETH students in autumn/winter 2012

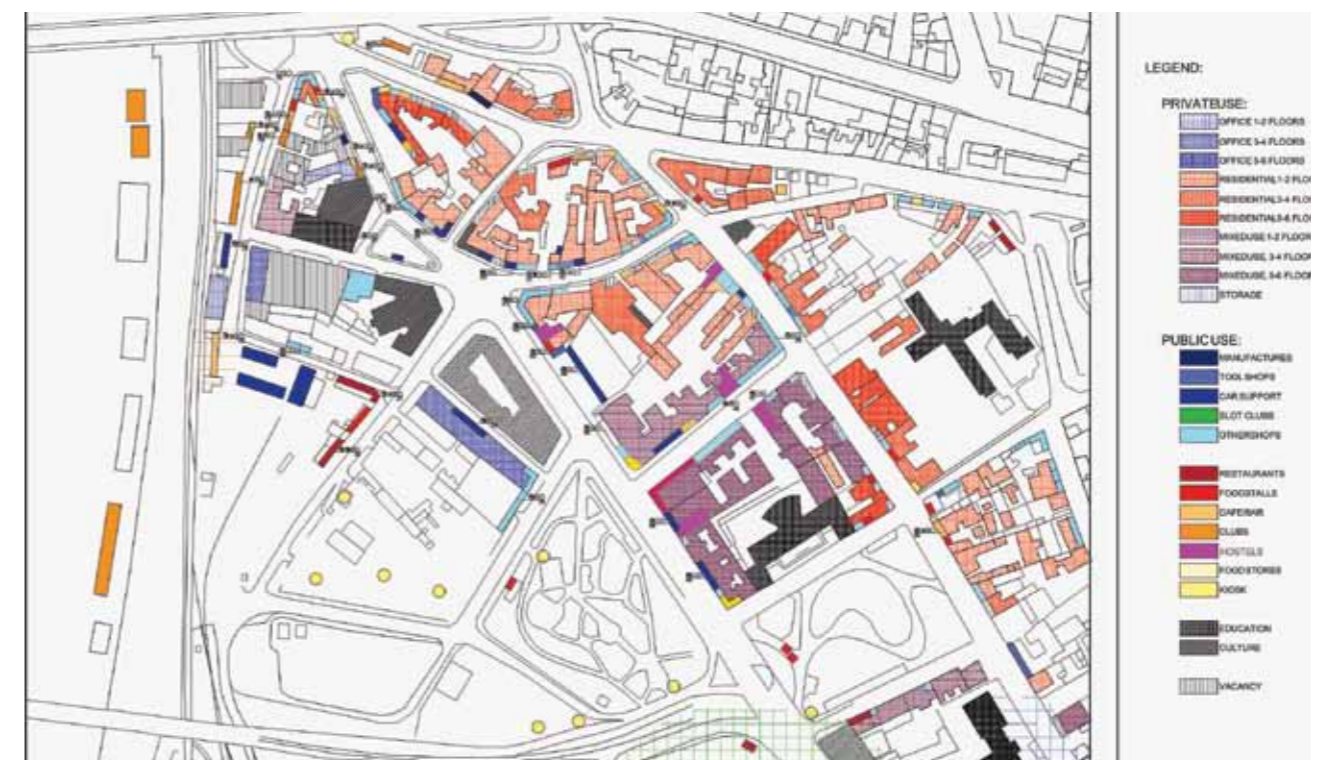


Figure 4: New situation in Savamala, October 2013 (Bureau Savamala)