



Montenegro  
Ministry of Culture



*Empowered lives.  
Resilient nations.*

**PUBLIC CALL FOR PUBLIC CONSULTATIONS**  
**on the project, programme and production aspects for establishing the Centre for the**  
**Development of Creative Industries “Cerovo”, Bijelo Polje**

**Public consultations announced by:** United Nations Development Program (UNDP)

**Public consultations organized by:** The Ministry of Culture in cooperation with United Nations Development Program (UNDP)

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**INTRODUCTORY GUIDELINES**

The aim of the cultural policy of Montenegro is to develop and promote cultural and artistic creativity, cultural activities and cultural life in general, valorize cultural heritage, contribute to intercultural dialogue and preserve the specificities of different cultural identities, in order to assist in the affirmation of Montenegro's identity as a state, and promote cultural ties with the other countries.

By strengthening the National Identity of Montenegro, the Ministry of Culture wants to strategically highlight and promote local products, creators and the arts and to establish a permanent presence of these categories at the international level.

Through the Creative Industries Development Programme in Montenegro, the Ministry of Culture wants to strengthen and affirm the development of the creative and cultural industries in Bijelo Polje and surrounding municipalities strategically, infrastructurally, administratively and programmatically. In relation to the efforts made so far to establish creative centers in Bar, Kotor and Podgorica, the Ministry of Culture places particular emphasis on the development of creative industries in the north of Montenegro, following the priority areas of development (decentralization of activities) arising from the National Programme for the Development of Culture 2016-2020. Creating a stimulating environment for the development of the creative economy, the Ministry of Culture wants to highlight and promote local culture, heritage, artists and creative products, and to establish sustainable mechanisms for their further production and placement, both locally and internationally. To this end, the Ministry of Culture, in cooperation with the UNDP office in Montenegro, has conducted an extensive "Research and Mapping of Capacities of Cultural Stakeholders" (2019) active in various productive and creative activities in the territory of Bijelo Polje Municipality and the surrounding area, which confirmed the necessity of establishing infrastructural basis that would allow further valorization of market-oriented cultural products and entrepreneurial production facilities. In this sense, the main objective of the public consultations is to try to jointly consider the conceptual design and the possibilities of restoration and reconstruction of the location in question, whose multifunctional capacities have to satisfy and provide the establishment of production-propulsion and promotional units for the dissemination of different types of creative and cultural activities.

## **PUBLIC CONSULTATION TARGET GROUPS**

The Center for the Development of Creative Industries "Cerovo", Bijelo Polje, by its nature, should communicate with the widest range of stakeholders - both those directly involved in the production of cultural and creative content, and those who are potential consumers. As the largest regional site for the development of creative industries in Montenegro, and beyond, the Center should attract the widest possible cultural and media public as well as visitors of diverse character, including tourists and public as a special group. According to the planned residential use and internationalization of activities, the Center should also attract regional actors of the cultural scene, thus encouraging the development of cultural tourism in relation with other development and current projects of the Government of Montenegro and the Municipality of Bijelo Polje, such as:

- new capacities and ski resorts on the Bjelasica slopes facing Bijelo Polje;
- tourist and speleological complex Djalovica cave, and
- new urban promenade in Bijelo Polje.

In view of the above, the target groups of the public consultations are:

- artists, creators and authors who have a service need for batch or original production;
- authors, who are part of the Creative Montenegro Programme;
- creative entrepreneurs who are legal entities and freelancers acting independently;
- architects, designers and other similar authors who have a service need for prototyping;
- tradesmen engaged in traditional crafts;
- local cultural administration and representatives of local secretariats and cultural centers: Bijelo Polje, Berane, Kolasin, Pljevlja, Rozaje, Plav, Gusinje and Petnjica;
- resident artists/tenants;
- all stakeholders from the business and NGO sectors;
- cultural editorial offices and cultural correspondents from the north of Montenegro, and
- the broadest cultural public.

## **GENERAL CHARACTERISTICS OF THE SITE IN QUESTION – CURRENT SITUATION**

The former military complex "Cerovo" in Bijelo Polje was built in 1972 at a site located 1.5 km away from the city center, for the needs of the Yugoslav Army. The complex covers approximately 20,000 m<sup>2</sup> in total, and consists of several already constructed buildings of different size and use, including:

- Hangars: 4, each covering approximately 340 m<sup>2</sup>;
- Earth-covered hangars: 2, each covering approximately 450 m<sup>2</sup>;
- Administrative building: 1, covering approximately 150 m<sup>2</sup>
- Watchtower – Reception Area: 1, covering approximately 50 m<sup>2</sup>
- Covered ramp for fuel decanting: 1, covering approximately 170 m<sup>2</sup>
- Covered diesel power generators: 1, covering approximately 80 m<sup>2</sup>
- Ground floor, yard, operational space, parking, greenery, watercourse: 1, covering approximately 16,000 m<sup>2</sup>

The military complex Cerovo is surrounded by a full-length wire fence and has a central entrance gate. There is a network of internal access roads and operational roads to each facility with associated street lighting.

### **PUBLIC CONSULTATION OBJECTIVES**

The basic idea of the public consultations is to provide a broad consensus and agreement on the spatial and technical conditions, and programme and production units for the production and presentation of cultural and creative activities within the former military complex "Cerovo", Bijelo Polje. According to the consultations conducted so far on this topic, and in relation to the stated views of the cultural scene stakeholders in Bijelo Polje and the surrounding municipalities, the proposed solutions have been aimed at establishing and providing:

- a) space for ***production/manufacture of products*** in the field of creative industries;
- b) space for the ***study work of authors*** in the field of creative industries;
- c) space for ***residential stay and accommodation facilities*** for artists;
- d) space for the ***presentation of creative industries products and projects***, in terms of exhibition space;
- e) space for the ***sale and promotion of products*** of the creative industries, in terms of sales outlets (shops);
- f) providing a ***stage space (indoor and outdoor)*** for manifestation purposes.

### **DRAFT PROPOSAL FOR THE SPACE STRUCTURE AND THE PROGRAMME AND PRODUCTION CAPACITIES OF THE CENTER "CEROVO"**

Taking into account the already stated stakeholder views of functional units that would best provide optimal conditions for production and dissemination of creative industries products, the structure of space content should meet the specific and very demanding programme and production needs of users. In this sense, existing capacities can be divided into several functional units according to the expressed needs:

#### ➤ **Production and manufacturing facilities: workshops, ateliers and studios**

- Art studios/ mixed-use workshops (production of souvenirs and other applied design products)
- Textile and fashion design studio/textile workshop
- Studio for audio-visual production and multimedia, editing and post-production of video material
- Studio for music production, radio broadcasting, tone editing and music rehearsal
- Atelier/studio for metal and stone processing
- Atelier/studio for wood/carpenter workshop
- Graphic studio for print preparation and pagination and media advertising
- Photo studio
- Video game design and development studio
- Architectural Bureau

- *Rent a desk, coworking and shared space*
- Restaurant and cafe bar (gastro lab)
- Conference multimedia room / meeting room and presentation space
- **Residential space**
  - Residential space (colonies) of artists and creative workers (total accommodation capacity for approximately 30 persons)
- **Common “community” space**
  - Multifunctional and multimedia EXPO hall (indoor stage space) of modular character of theater and stage for different purposes
  - Internal staff meeting room at the Center
  - Administrative space/offices of the Center
  - Art depot/pantry/*rack room*
  - Separate men's and women's restrooms
  - Kitchen/buffet/canteen for staff
  - Parking and handling space
- **Showroom (presentation and sales area)**
  - Showroom/sales area - shop with the gallery
- **Outdoor stage space**
  - Outdoor – covered stage with a theater for 500 visitors

### **OTHER IMPORTANT NOTES**

- During the public consultations, it would be useful to present proposals and ideas for additional elements of the structure or use of the space, which would be suitable for common gatherings and activation of the Center's ambient units, such as a small watercourse within the military complex or activation of the morphological configuration of the complex in an interesting way (masts with flags at the entrance, zip-line, promotional towers, playground for children, designed outdoor furniture, etc.)
- Proposals for resolving the management and ownership structure (management model) within the Center would also be useful during the public consultations.
- After the public consultations, the Ministry of Culture will record, review and consider all received comments, proposals and suggestions when preparing and launching calls for proposals for the conceptual and architectural design for the renovation and reconstruction of the Cerovo building.

### **PERIOD OF PUBLIC CONSULTATIONS**

**15 days – 26 November - 11 December 2019**

### **METHOD OF CONDUCTING PUBLIC CONSULTATIONS**

- Organizing a roundtable discussion, **4 December 2019** (Wednesday) at **1p.m.** in the premises of **Bijelo Polje Municipality**.
- Submitting comments, proposals and suggestions in written and electronic form.

### **ATTACHMENTS TO THIS PUBLIC CALL**

- **Attachment 1**-Agenda for public consultations on the project, programme and production aspects of establishing the center for the development of creative industries “Cerovo”, Bijelo Polje
- **Attachment 2**-Form for comments, proposals and suggestions