

# Teen Kino: Inspiring Serbian Teens with European Cinema

Interview with Zorana Đaković Minniti,  
Dvorana Kulturnog centra Beograda  
(Belgrade, Serbia), by Geoffrey Macnab

The idea behind Teen Kino is to increase the demand for European cinema among Serbian teenagers by integrating movies into their everyday school life and their leisure time, and by introducing them to the film industry. The network of partner cinemas will choose 18 European teen films and then screen them monthly as part of a regular “Teen film Day”. Each partner cinema will invite young people to three workshops where they will learn basic film knowledge. A jury of three festival experts will evaluate teen short films, which will be screened at Beldocs-International Documentary Film Festival in Belgrade and in partner cinemas as special screenings.



Opening Teen Kino Belgrade © KCB, Tanja Drobnjak



Teen Kino © KCB, Bojana Aleksijevic



Opening Teen Kino Belgrade © KCB, Tanja Drobnjak



Teen Kino © KCB, Bojana Aleksijevic

### What are the aims and the expectations for the project?

The aim of the project Teen Kino is creating programming connections between three cinemas from three Serbian cities: Belgrade, Subotica and Šabac, and acquainting young audiences with European cinema through different activities adjusted to youth interests. Our goal is to create a national network of cinemas; to introduce a Teen Film Day; and to include teenagers in the world of film through education and competition for the best teen film. Another aim is the introduction of film as an innovative educational tool in secondary schools.

### How does it answer a need in your country?

All participating cinemas already have some activities designed to engage young audiences, but Teen Kino marks the first collaboration among the partners in this manner. The cinemas

completely changed their traditional approach. Instead of trying to attract young people to their cinemas, they now focus on bringing cinemas and films closer to youngsters. Our previous analysis revealed a lack of European films aimed at younger audiences in regular cinema distribution across the country. As a result, we have curated a special selection of 18 titles to be screened in pairs each month from September 2024 to May 2025, as part of a dedicated programme for teenagers. This initiative will mark the first collaboration among three cinemas in Serbia to engage young audiences in this way.

### What is this project's impact on the cinemas and their country?

We all recognise that one of our biggest challenges lies in engaging teenagers, particularly in generating excitement for European films. Investing in young audiences is an investment

in the future. To draw this audience to cinemas, we need to integrate cinema and films into their daily lives, allowing them to explore cinema from various perspectives. We aim to show them that films can be fun, educational, and engaging, while also serving as a means for them to express their feelings and share their stories. Our planned activities will immerse cinema in teenagers' everyday experiences, fostering greater curiosity about European films.

**Zorana Đaković Minniti**, Associate Director for programmes, Cultural Centre of Belgrade Movie Theatre (Dvorana Kulturnog centra Beograda)

Name of the project: **Teen Kino**  
 Coordinator: **Dvorana Kulturnog centra Beograda**  
 Partners: **Eurocinema Subotica, LM Bioskop Šabac**