

# Educating young Serbs in European film and cultural heritage

Interview with Nemanja Delibašić, mts Dvorana: Cinemaharmony (Belgrade, Serbia)



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Cinemaharmony has ambitious plans to improve the circulation of European films in Serbia through a series of film music workshops and concerts in four partnered cities: Belgrade, Gornji Milanovac, Niš, and Leskovac. These events are all tied to the 5<sup>th</sup> anniversary of the death of legendary Italian composer, Ennio Morricone (1928-2020). Alongside the music events there will be screenings of some of the classic films, which Morricone scored.

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

The project's goal is to enhance the visibility and accessibility of European films in Serbia while fostering a deeper appreciation of European cultural heritage through film and music.

In collaboration with key cinemas in Belgrade, Gornji Milanovac, Niš, Leskovac, and the Serbian Cinemas Network, the initiative is looking to cultivate new audiences, retain existing ones, and educate young people in European film and cultural heritage. A significant feature of the project is its celebration of legendary film composer Ennio Morricone through film music composition workshops in those four cities, followed by concerts featuring fresh young talent alongside experienced musicians. These events also include

screenings of classic European films with Morricone's scores, as well as newer European films, bridging the past and future of cinema. By strengthening the partnership between the cinemas and working with the Serbian Cinemas Network, the project expands its reach, screening six European films across the network's 51 cinemas. This collaboration broadens audience engagement while promoting European films on a national scale. The initiative's goals are promoting cultural heritage, nurturing young talent, and increasing audience development through innovative programming. The workshops, concerts, and screenings intend to attract new and younger audiences, transforming cinemas into cultural hubs for education and talent incubation. By fostering

intergenerational collaboration and highlighting the importance of film music, the project hopes to leave a lasting impact on Serbian cinema and culture. Its success in promoting European films and creating sustainable partnerships will serve as a model for future cinema collaborations within the Europa Cinemas Network.

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

The project has set out to overcome the limited access to high-quality European films in Serbia and to strengthen cultural engagement. Serbia has faced challenges in providing diverse, high-quality content, particularly European films, to its audiences, especially in smaller cities. By collaborating with partner cinemas and the

Serbian Cinemas Network, the project widens access to these films across the country, ensuring that audiences in both urban and regional areas can experience European films. Moreover, the inclusion of film music composition workshops and concerts helps nurture local talent while providing educational opportunities that weren't previously available, especially when it comes to cultural education related to European film and music.

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

This project has a transformative impact on Serbian cinemas. It expands the role of cinemas themselves; from being simple screening venues to becoming cultural hubs that host workshops, concerts, and educational events, thus increasing their relevance and attracting a more diverse audience. The introduction of innovative programming, such as film music concerts and composition workshops, helps boost audience engagement and broadens the demographic of cinema-goers, including younger generations. By partnering with the Serbian Cinemas Network, the project also demonstrates the power

of collaboration, allowing films to reach a wider audience across the country, setting a model for future partnerships. The nurturing of young talent through workshops will have a lasting impact on Serbia's creative industries, offering exposure and opportunities for collaboration between emerging and experienced artists.

**How does their project help attract audiences after Covid?**

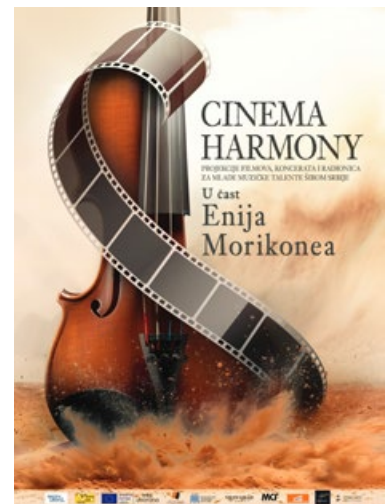
The project helps attract audiences after Covid by offering unique and engaging experiences that go well beyond traditional film screenings - and are especially appealing in a post-pandemic environment where audiences are seeking more meaningful cultural experiences. The incorporation of live film music concerts, workshops, and the celebration of European cultural heritage provide a fresh, dynamic way to reconnect with the community, encouraging people to return to cinemas. The emphasis on young talent and educational components, such as film music composition workshops, also appeals to a younger demographic, helping to rebuild and grow cinema audiences.

**Nemanja Delibašić**, Project Coordinator

Name of the Project: **CinemaHarmony**

Coordinator: **mts Dvorana (Belgrade)**

Partner cinemas: **Cultural Center (Gornji Milanovac), Bioskop Leskovackog kulturnog centra (Leskovac), Bioskop Vilin Grad (Nis)**



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