

The background of the entire page is a dense, repeating floral pattern. It features large, stylized flowers in shades of pink, red, and white, interspersed with green leaves and smaller blossoms. The overall color palette is soft and naturalistic.

URBAN DEVELOPMENT CENTER

CENTAR ZA URBANI RAZVOJ

Karadjordjeva 44
Belgrade 11000
Serbia

Rade Milic, Chairman of the Executive Board
+381 63 824 33 16
rademilic@gmail.com

Milena Joksimovic Pajevic, Contact Person
+381 65 645 36 23
m.joksimovic.pajevic@gmail.com

Background and objectives

- Civil non-profitable association formed in 2006.

Main objectives:

- Promotion of **urban living** in Belgrade,
- Promotion of **culture and arts** within the urban areas.

Special attention:

- **Protection of the cultural and historical monuments** that bear witness to the development of the city.

Additional activities:

- Promoting the **application of advanced technologies** and alternative energy solutions
- **Creation of a positive business climate**, necessary for urban development of the city



Projects



UnderCity (UnderGrad 2010/11) - cultural heritage –

- Exploration, documenting, and presentation of **Belgrade underground facilities** (passages, dungeons, caves), which can, after reconstruction, i **cultural offer.**

Communicating Archaeology (2011/12) - education –

- Training archaeology students for **efficient communication** with the factors crucial for the success of the **cultural heritage promotion.**

Vizion:ar - cultural heritage –

- **Digital 3D reconstruction** of the important **monuments** at Belgrade with the help of the **AR technology.**



UDC & Tech-Tour



WP 1 – ROUTES DEFINITION (Lead Partner)

- Identification of the cultural and historical heritage to be promoted –
Defining the points
 - WP 3 - BOARDS SETTING UP
 - Responsible for the **boards setting-up in Serbia.**
 - WP 4 – DISSEMINATION
 - **Translation** of the Tourist Guide into **Serbian.**