



11<sup>TH</sup> INTERNATIONAL MULTIMEDIA EVENT  
DECEMBER 2023, BELGRADE, SERBIA

ON ARCHITECTURE  
– CHALLENGES IN  
**DESIGN**

## CALL FOR CONTRIBUTIONS

The 2023 Annual Event entitled “On Architecture – Challenges in Design”, will be hosted by the Serbian Academy of Sciences and Arts, Gallery of Science and Technology and Rectorate of the University of Belgrade in Serbia 5-19 December 2023.

The Call for contributions invites researchers and practitioners to submit proposals for presentations that relate to the conference and exhibition theme and enhance peer-learning.

**The deadline to submit proposals is 1 June 2023.**

## DETAILS

### WHEN

**Conference**  
7-8 December 2023

**Exhibition**  
5-19 December 2023

### WHERE

Serbian Academy of Sciences and Arts, Gallery of Science and Technology, Belgrade, Serbia  
– [Google Maps](#)

Rectorate of the University of Belgrade, Serbia  
– [Google Maps](#)

## BACKGROUND

At the beginning of the 21<sup>st</sup> century, faced with the challenges of climate change, depletion of resources, high environmental pollution, and hints at an uncertain future, we are questioning the various roles of architecture.

Whether technological development and the use of new concepts in design, the use of new materials in construction, the use of new tools in the creation of concepts can provide an answer, is the theme of the conference and exhibition Challenges in Design.

The new concept of architectural objects and the use of materials in the

isolation of objects and the concept of facade envelope are an inspiration and a challenge in creation. Is art a part or is it against the concept of an architectural work – art vs architecture. Whether architecture and new media and the use of virtual and augmented reality can be tools in architectural design is the question of the position of architecture in the digital era – from parametric design to VR and AI, as tools in design. In addition to new buildings in the transformation of the city and the change in the structure of activities, there are many huge abandoned industrial buildings, which refers to the topic of reconstruction – reworking of the city and architecture – reworking

of architecture and the city – reuse of abandoned buildings and places.

The conference will explore and discuss the complexity and different meanings of architecture. These topics will consider the essence of architecture through all its dimensions, always thinking of it as an art and a philosophical reflection on architecture.

The essence will be considered through different points, processes and trends that contribute to new aesthetics and functionality: globalization, new approaches to design, innovative technologies, projects and materials.

A special block of topics is focused on the challenges in architecture and urban design in terms of how we can reshape the future in creating sustainability after the pandemic and how we can reset the sustainable development goals for the challenges of the pandemic – from the perspective of research, policy or practice.

In the past year, many conference programs were focused on that topic,

such as the New European Bauhaus Initiative for Green Sustainable Cities, or the COP 27 UN Conference on Climate Change and Impacts, many also implemented educational programs at universities, as well as charters and declarations in associations.

That is why it is particularly interesting how cities will be organized in future development, how to improve the

quality of work and life, and how architecture can help through the organization of space, materialization. In particular, the further improvement of information technology, which has made an outstanding contribution, enabling the holding of study programs in the faculties, as well as the holding of conferences and meetings.

## TOPICS

An interdisciplinary approach is essential in defining thematic blocks. Within these topics, it will be discussed how architecture and urban design provide the answer. Divided in 5 blocks as:

- Architecture - design challenges on a macro and micro scale,
  - Challenges in Architecture, Urban Design and Art
  - Modeling the Future – modeling of the future architecture and design with implications for environment and society,
  - Living architecture
  - Urban Design Projects – small scale design thinking and town planning as an inspiration for integrative planning,
  - Showcase Presentations – new idea or project realization in Architecture, Urban Design or Art.
- Technology and architecture
  - Innovation in Art, Architecture, Science and Technology in Digital Era
  - New concepts of the city, healthy environment / healthy cities Green city, decarbonized city; examples of application or critical attitude,
  - Smart City: principles in architecture and urban design
- Reworking architecture / city,
  - Reworking the City through New Architecture
  - Creative space: architecture and interior design, smart space, green space, built world / street world
  - Cultural Identity and Tradition vs globalized Design
- Art vs/or and/ architecture,
  - Architecture and/or Art – inspiration for creating
  - New media arts
  - New Media Approach – New Materials and Design in Architecture
- New media and new tools in design.
  - New media arts, computational design and architecture
  - Virtual and augmented reality in art and architecture
  - Innovation in information technologies / enhanced use and user experience

The substance will be discussed regarding various points, processes and trends that contribute to new aesthetic and functionalism: globalization, new approaches to design, innovative technologies, projects, and materials.

The Call for Contributions is addressed to researchers and professionals in the fields of architecture, interior design, town planning, history, technology, art, photography.

The Scientific Board of the Conference is interdisciplinary and international as published at the website [strand.rs](http://strand.rs)

# KEY DATES

## Conference

Open Call	March 2023
Abstract Submission (150 -200 words)	1 June 2023
Acceptance of Abstracts	30 June 2023
Registration	30 June to 20 September 2023
Book of Abstracts (digital publication)	July 2023
Paper Submission (3500 – 4500 words)	20 September 2023
Draft Schedule	September 2023
Full Paper Submission and Presentation	20 November 2023
Conference	7-8 December 2023
Conference Proceedings (digital publication)	December 2023
Conference Proceedings (printed publication) will be offered for purchase if supported by sufficient demand.	

## Exhibition

Open Call	March 2023
Application Submission (70-100 words description including title and authors names and two .jpg illustrations up to 15 cm in width and 300 dpi resolution for publishing of the Exhibition Book)	1 June 2023
Selection Outcome	30 June 2023
Registration	30 June to 20 September 2023
Poster Submission (dimensions 60 x 80 cm as .pdf or .jpg format in 200 dpi resolution for Jury Evaluation)	20 September 2023
Exhibition Book (digital publication)	November 2023
Exhibition Book (printed publication) distribution at Award Ceremony	5 December 2023

# DRAFT PROGRAM

Tuesday, 5 December, from 6 pm	Opening and Award Ceremony
Wednesday, 6 December, from 10 am to 2 pm	City Tour (Belgrade)
Thursday, 7 December, from 10 am	Conference Presentations
Friday, 8 December, from 10 am	Conference Presentations, Closing and Dinner
Saturday, 9 December, from 10 am to 5 pm	Day Tour (Vojvodina)

Program will be published in September 2023. The Organizers reserve the right to modify the program.

# REGISTRATION FEES

## EARLY Conference Registration (from 30 June to 30 July 2023)

– Author of 1 Paper	150 EUR
– PhD Student Author of 1 Paper	100 EUR
– Author of Conference Poster	100 EUR

For each additional Paper of the same Author the fee is half priced.

## REGULAR Conference Registration (from 31 July to 20 September 2023)

– Author of 1 Paper	200 EUR
– PhD Student Author of 1 Paper	120 EUR
– Author of conference poster	120 EUR

For each additional Paper of the same Author the fee is half priced.

## ACTIVITIES

– City tour Belgrade Between Ottomans and Austro-Hungarians	upon request from 30 EUR
– Day tour Fruska Gora Monasteries and Sremski Karlovci	upon request from 60 EUR
– Conference Dinner	25 EUR

## EXHIBITION REGISTRATION

from 30 June to 20 September 2023

- Registration fee is 50 EUR for 1 Poster
- Applicants can choose to exhibit their work on two or more Posters.  
For each additional Poster of the same work the fee is half priced.

# ORGANIZATION

## PARTNERS

### Supporting Partner

Serbian Academy of Sciences and Arts,  
Gallery of Science and Technology and

### University partner

Rectorate of the University of Belgrade in Serbia

## PEOPLE

### Conference and Exhibition Concept

Professor Ružica Bogdanović, Serbia  
[ruzica.bogdanovic@strand.rs](mailto:ruzica.bogdanovic@strand.rs)

### International Coordination

Professor Aleksandra Stupar, Serbia  
Associate professor Nora Lefa, Greece

### Organization and Realization

STRAND – Sustainable Urban Society Association, Serbia  
[info@strand.rs](mailto:info@strand.rs)



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