

Support Material

Cultural Echoes of Novi Sad



Co-funded by
the European Union

Tour Title: Cultural Echoes of Novi Sad

General Information



Primary Themes: Public space and identity, Cultural memory, Everyday civic participation, Connection and community



Target Audience: Young people aged 16–30 (mixed groups, no prior knowledge required)



Languages: English, French, German, Serbian, Hungarian, Polish



City / Country: Novi Sad, Serbia



Starting location: Liberty Square



Distance: 8 km



Estimated Duration: ~160 minutes

- **Before the tour:** 15 minutes
- **During the tour:** 130 minutes
- **After the tour:** 15-20 minutes



Material needed: Phone, Comfortable shoes, notebook (optional)



Accessibility Level: Moderate (mostly flat urban route; accessible alternative available for the viewpoint section).

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Learning Objectives

Description: This tour explores Novi Sad through the lens of cultural memory and everyday civic interaction, examining how everyday interactions, artistic expression, and public spaces shape collective identity.

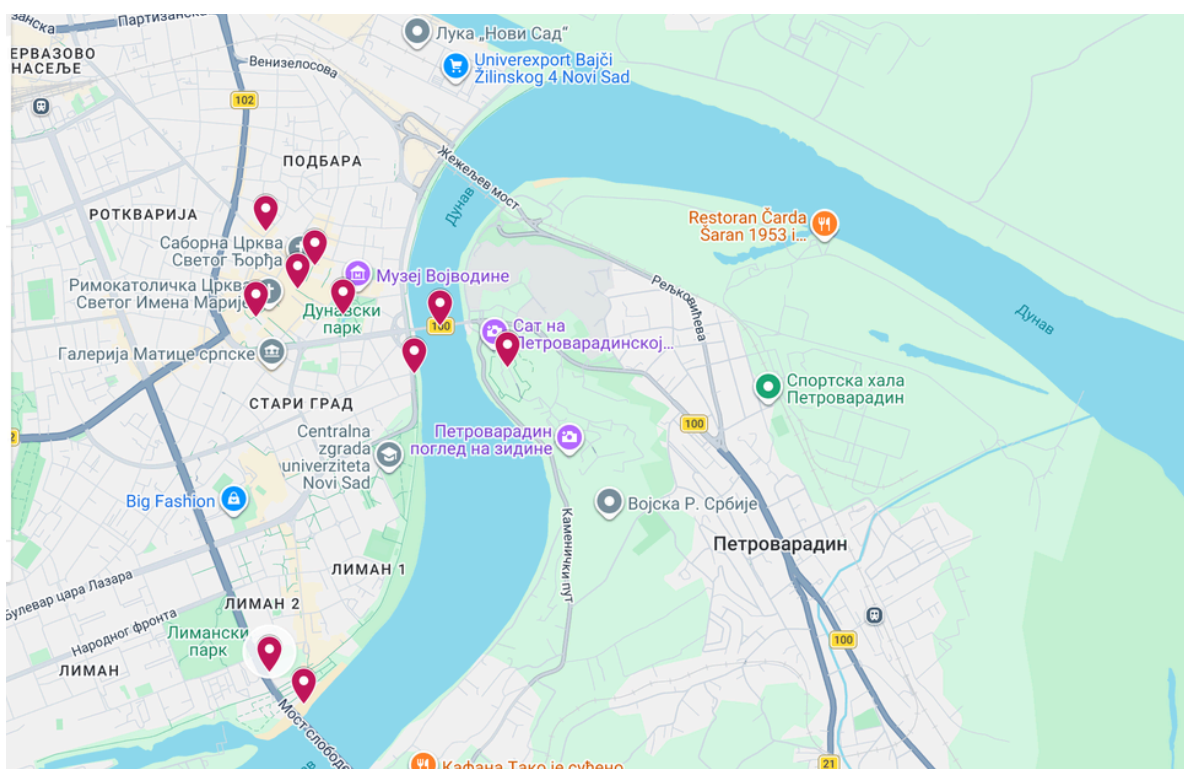
Rather than focusing only on historical facts, the tour connects personal stories, cultural practices, and urban environments, encouraging participants to reflect on how cities are shaped not only by institutions, but by people.

This tour is based on a key idea: cities are not shaped only by history or architecture, but by decisions, behaviors, and systems that influence how people use space. Public space reflects social norms, cultural values, and invisible rules that guide interaction. By exploring everyday locations in Novi Sad, participants are encouraged to understand how space is produced, interpreted, and shared — and how individuals contribute to shaping it through their actions.

The civic dimension lies in understanding:

- how public space influences behavior
- how memory is constructed
- how individuals contribute to community life

Practical Information



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Accessibility

Stop	Accessibility
1. Liberty Square	 Fully accessible, flat paved square
2. Zmaj Jovina Street	 Fully accessible pedestrian street
3. Matica Srpska	 Accessible sidewalk, exterior visit
4. Gimnazijska Street (Mural)	 Accessible pavement, narrow passage
5. Dunavski Park	 Mostly accessible, paved park paths
6. Danube Quay	 Fully accessible riverside promenade
7. Varadin Bridge	 Fully accessible pedestrian paths on both sides
8. Podgrađe Viewpoint*	 Viewpoint includes stairs
9. Sport & Recreation Area	 Mostly accessible, paved access
10. Freedom Bridge	 Fully accessible bridge and walkway

*An accessible alternative route follows the riverside promenade and road to reach the same viewpoint area without using stairs.

Safety

The tour takes place in pedestrian zones and public areas. Participants should follow standard city safety rules, pay attention when crossing streets, and stay with the group. Comfortable walking pace is recommended.

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Before the Tour

Total duration: 15 minutes

Objectives

Help participants:

- explore how places shape the identity of a city;
- recognize that the same place can have different meanings for different people;
- become cultural explorers before starting the tour.

Group Management

Begin with a short individual reflection, continue with pair or small-group discussion, and finish with a brief group reflection. Encourage participants to share personal experiences and respect different perspectives.

Materials needed

- Phone
- Sticky notes or notebook
- Pen

1. My Place, My Story (5 minutes)

Ask participants:

"Which place in Novi Sad best represents the city for you, and why?"

Participants write the name of one place and one word describing how it makes them feel (e.g. belonging, freedom, history, friendship, inspiration). Invite a few volunteers to briefly share their answers.

2. Different Perspectives (5 minutes)

In pairs or small groups, participants discuss:

- Would a tourist choose the same place?
- Which place best represents the city's culture?
- Can one place have different meanings for different people?

Each group shares one conclusion with the others.

3. Introducing the Tour (5 minutes)

Explain that this tour is not only about visiting landmarks, but about discovering how public spaces, memories, culture, and everyday life shape the identity of Novi Sad.

Invite participants to observe each location from different perspectives and keep the following guiding question in mind throughout the tour:

"What stories does this place tell, and how does it shape the identity of Novi Sad?"

Finish by introducing the tour as an exploration of Novi Sad through its public spaces. Explain that each stop highlights a different aspect of the city's identity, encouraging participants to observe how history, culture, memory, and everyday life are reflected in the places they visit.

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During the Tour

Stop 1 : Liberty Square

Facilitation Tips

Before reading the text, invite participants to observe the square and share what makes it feel important. Ask them to notice the buildings, monuments, and people using the space. After a short discussion, introduce the story of how the square briefly changed its symbolic meaning during the filming of *Violence in the Square*.

Cultural Heritage Support Notes

Liberty Square has been the social, cultural, and political center of Novi Sad for centuries. Surrounded by landmarks such as the City Hall, the Name of Mary Church, and the monument to Svetozar Miletić, it reflects how public spaces continuously evolve through historical events and everyday life.

Reflection Questions

- What makes this square important to the city?
- Can a place change its meaning without changing its appearance?
- How do public spaces influence collective memory?

Stop 2 : Zmaj Jovina Street

Facilitation Tips

Before reading the text, ask participants to observe how people use the street. Encourage them to notice how people move, interact, meet, or simply pass by. Invite them to compare today's atmosphere with how they imagine the historic korzo looked and functioned.

Cultural Heritage Support Notes

Zmaj Jovina Street has long been one of Novi Sad's main pedestrian streets and a traditional gathering place. Once known as the city's korzo, it was a space where social life developed through everyday encounters, reflecting changing patterns of communication and public life.

Reflection Questions

- How do public spaces influence the way people interact?
- What has changed in the way people socialize today?
- Can a street still create a sense of community in the digital age?

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During the Tour

Stop 3 : Matica Srpska

Facilitation Tips

Before reading the text, ask participants what kind of legacy one person can leave to a city. Encourage them to think beyond monuments and consider education, culture, and acts of solidarity. After a short discussion, introduce the story of Marija Trandafil and Matica Srpska.

Cultural Heritage Support Notes

Founded in 1826, Matica Srpska is the oldest Serbian cultural and scientific institution. Since moving to Novi Sad in 1864, it has played a key role in preserving Serbian language, literature, and cultural heritage. The building also reflects the lasting legacy of Marija Trandafil, whose philanthropy supported education and social welfare.

Reflection Questions

- How can one person's actions influence future generations?
- Why is it important to preserve cultural institutions?
- What kind of legacy would you like to leave in your community?

Stop 4 : Gimnazijska Street – Mural "Serbian Athens"

Facilitation Tips

Invite participants to observe the mural before reading the text. Ask what they think it represents and whether murals should be considered part of a city's cultural heritage. Encourage different opinions before revealing the story behind the wall.

Cultural Heritage Support Notes

Murals are part of contemporary urban heritage, reflecting the identity, values, and creativity of a community. This location also illustrates how public art can become a subject of public debate, showing that decisions about what is preserved or removed influence how cities remember their past.

Reflection Questions

- Should street art be protected as cultural heritage?
- Who should decide what remains visible in public spaces?
- How can public art shape the identity of a city?

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During the Tour

Stop 5 : Dunavski Park – Swan Lake

Facilitation Tips

Ask participants to spend a moment observing the park in silence. Encourage them to notice how people use the space and how it differs from the busy city streets. Invite them to reflect on why parks are important for both individuals and communities.

Cultural Heritage Support Notes

Opened in 1895, Dunavski Park is one of Novi Sad's oldest public parks. Over time, it has become a place for relaxation, social interaction, and cultural memory, with landmarks such as Swan Lake contributing to its symbolic importance for generations of residents.

Reflection Questions

- Why are parks important public spaces?
- How do green spaces influence our wellbeing and sense of belonging?
- What memories or emotions do parks create for a community?

Stop 6 : Danube Quay – Movement & Shared Space

Facilitation Tips

Invite participants to observe the different ways people use the quay. Ask them to notice walkers, cyclists, runners, and people relaxing by the river. Encourage them to think about how movement shapes the experience of sharing public space.

Cultural Heritage Support Notes

The Danube Quay is one of Novi Sad's most popular public spaces, connecting the city with the river and the international EuroVelo 6 cycling route. It illustrates how public spaces support recreation, mobility, and everyday encounters while connecting local life with broader European routes.

Reflection Questions

- How do people share public space without speaking to each other?
- What makes the quay feel welcoming to different users?
- How does movement influence our experience of a city?

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During the Tour

Stop 7 : Varadin Bridge – Reconstruction & Memory, Bridge of connection

Facilitation Tips

Ask participants to pause in the middle of the bridge and observe both sides of the city. Invite them to reflect on how bridges connect not only places, but also people, memories, and historical events.

Cultural Heritage Support Notes

Varadin Bridge has become a symbol of resilience and renewal. Destroyed during the 1999 NATO bombing and later rebuilt, it represents how public spaces preserve collective memory while continuing to serve everyday life.

Reflection Questions

- What does a bridge symbolize besides physical connection?
- How can places preserve memories of past events?
- Why is rebuilding important for a community?

Stop 8 : PODGRADE VIEWPOINT – “What is Protected Heritage?”

Facilitation Tips

Before reading the text, ask participants to look at Petrovaradin Fortress and describe what they think makes it worth protecting. Encourage them to consider whether heritage is defined only by age or also by the meaning people give to a place.

Cultural Heritage Support Notes

Petrovaradin Fortress is one of Serbia's most important cultural heritage sites. Built between the 17th and 18th centuries, it has evolved from a military stronghold into a cultural landmark, demonstrating how heritage gains new meanings over time.

Reflection Questions

- What makes a place worth protecting?
- Can something become heritage because of its meaning, not only its age?
- Who should decide what is preserved for future generations?

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During the Tour

Stop 9 : “Who is This Space For?” (Sport & Access)

Facilitation Tips

Invite participants to observe who is using the sports area and how. Ask them to consider whether everyone feels equally welcome and what factors might encourage or discourage people from participating.

Cultural Heritage Support Notes

Public sports and recreation areas promote health, social interaction, and community life. Although they are open to everyone, their design, accessibility, and social norms can influence who feels comfortable using them.

Reflection Questions

- Does "open to everyone" always mean "accessible to everyone"?
- What can make someone feel included or excluded in a public space?
- How could this space become more welcoming for different groups?

Stop 10 : Freedom Bridge – Hajdin’s masterpiece

Facilitation Tips

Invite participants to take a final look at the city from the bridge. Ask them to reflect on the places they visited and identify one location that changed the way they see Novi Sad.

Cultural Heritage Support Notes

Designed by engineer Nikola Hajdin, Freedom Bridge is one of Novi Sad's most recognizable landmarks. Rebuilt after its destruction in 1999, it symbolizes resilience, continuity, and the connection between the city's past, present, and future.

Reflection Questions

- Which place from the tour left the strongest impression on you, and why?
- How do public spaces shape the identity of a city?
- What story about Novi Sad will you take with you after this tour?

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After the Tour

Total duration: 15–20 minutes

Objectives

Help participants:

- reflect on what they discovered during the tour;
- connect personal experiences with the cultural identity of Novi Sad;
- consider how they can contribute to preserving and enriching public spaces.

Group Management

Begin with individual reflection, continue with a group discussion, and finish with a creative activity. Encourage participants to listen to different perspectives and respect diverse experiences.

Materials needed

- Sticky notes or notebook
- Pen

1. One Place, One Memory (5 minutes)

Ask participants:

"Which stop had the greatest impact on you, and why?"

Invite several participants to briefly share their answers.

2. Group Reflection (5 minutes)

Discuss the following questions:

- Did any place change the way you see Novi Sad?
- Which story surprised you the most?
- How do public spaces influence our sense of belonging?
- What makes cultural heritage meaningful today?

3. Leave Your Echo (5–10 minutes)

Ask each participant to write one sentence beginning with: "One thing I want people to remember about Novi Sad is..."

Invite participants to share their answers with the group. Encourage them to listen to different perspectives and notice how each person connects with the city in a unique way.

Finish

Conclude by reminding participants that the identity of a city is shaped not only by its landmarks and history, but also by the people who live in it, the memories they create, and the stories they choose to share. Encourage them to continue exploring their communities with curiosity and appreciation for the diverse experiences that shape them.

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