

# ars ANDIZETUM : Treasury of projects supporting the creative industry by the Andizet Institute

---

Horvat, Jasna; Mijoč, Josipa; Zrnić, Ana

**Authored book / Autorska knjiga**

*Publication status / Verzija rada:* **Published version / Objavljena verzija rada (izdavačev PDF)**

*Publication year / Godina izdavanja:* **2018**

*Permanent link / Trajna poveznica:* <https://um.nsk.hr/um:nbn:hr:145:372533>

*Rights / Prava:* [Attribution-NonCommercial-NoDerivatives 4.0 International/Imenovanje-Nekomercijalno-Bez prerada 4.0 međunarodna](#)

*Download date / Datum preuzimanja:* **2025-03-13**

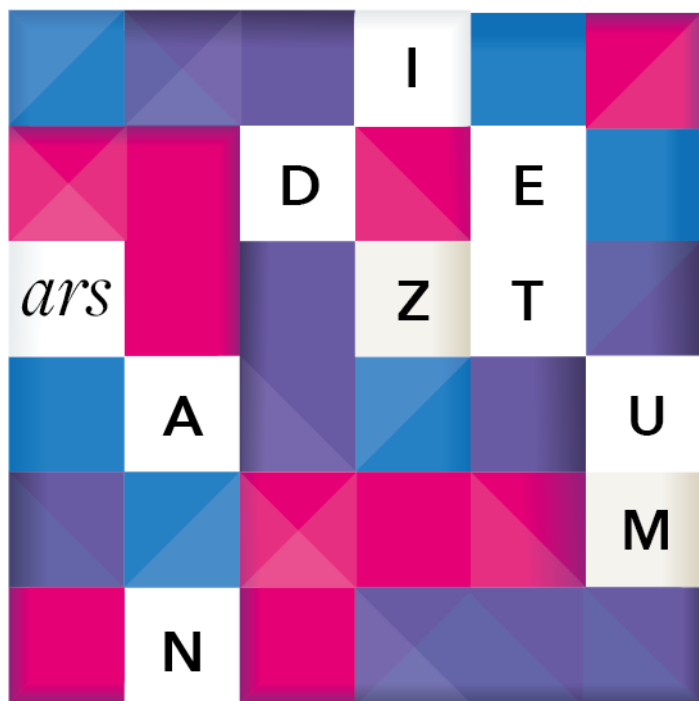


*Repository / Repozitorij:*

[EFOS REPOSITORY - Repository of the Faculty of Economics in Osijek](#)



Jasna Horvat – Josipa Mijoč – Ana Zrnić



*Treasury of projects  
supporting the creative industry  
by the Andizet Institute*

ISBN 978-953-48063-1-9



# *ars* ANDIZETUM

Treasury of projects supporting the creative industry by the Andizet Institute

AUTHORS

Jasna Horvat, Josipa Mijoč and Ana Zrnić

EDITORS

Sanda Katavić-Čaušić and Dora Radl Ćučić

REVIEWERS

Milica Lukić, Ivana Bestvina Bukvić and Marina Stanić

PUBLISHER

Andizet - Institute for Scientific and Art Research in Creative Industries

ENGLISH TRANSLATION

Sanda Katavić-Čaušić

PROOFREADING

Ivana Buljubašić (Croatian)

Ivanka Ferčec (English)

VIDEO MATERIALS AND PHOTOGRAPHS

Karla Bilandžić, Iva Ižaković, Ivana Jobst, Zorislav Kalazić, Mario Miloloža, Roko Poljak, Filip Rašković, Ivan Ripić, Krešimir Strahonja, Domagoj Topić

MULTIMEDIA EDITOR

Ana Zrnić

COVER AND GRAPHIC DESIGN

Symbol / Marivo

PUBLICATION TYPE

Scientific research study

PRINT

Grafika, Osijek

URL

[www.andizet.hr/ars-andizetum-english](http://www.andizet.hr/ars-andizetum-english)

ISBN 978-953-48063-1-9

Osijek, April 2018

SUGGESTED CITATION

Horvat, Jasna; Mijoč, Josipa and Zrnić, Ana (2018): *Ars Andizetum*. Editors: Sanda Katavić-Čaušić and Dora Radl Ćučić. Andizet – Institute for Science and Art Research in the Creative Industry: Osijek.

# ars Andizetum

*Mastery dedicated to intellectuals and artists  
managing to turn marsh into land suitable  
for life and growth.*

Andizets

# Content

1	—	<b>Ars Andizetum</b> -- 1
2	—	<b>Ars introductium</b> -- 7
3	—	<b>Andizet</b> -- 9
		<i>Goal</i> -- 11
		<i>Mission</i> -- 11
		<i>Vision</i> -- 12
4	—	<b>The creative industry</b> -- 13
5	—	<b>Ars projectum</b> -- 17
		Creative Treasury -- 19
		<i>Treasury years</i> -- 23
		<i>Creative Treasury space installations</i> -- 24
		<i>Murals of meandered Glagolitic script (2015)</i> -- 24
		<i>Silk Road (2016)</i> -- 25
		<i>Labyrinth of Chemical Interactions (2017)</i> -- 26
		<i>Hydrogen Award</i> -- 27
		<i>Research platform</i> -- 28
		<i>International Poetry and Music Evening</i> -- 28
		<i>Visitor registration in the digital era</i> -- 30
		<i>Tema</i> -- 30
		<i>Osijek remembers</i> -- 31
		<i>Creative Zone</i> -- 32

		GлагоSlov -- 33
		<i>Ligatures of meandered Glagolitic script</i> -- 33
		<i>Alkar</i> -- 36
		<i>Audiovisual works</i> -- 37
		Silk Road -- 38
		<i>Promotion of the novel Vilijun</i> -- 38
		<i>Topotheque Vilijun</i> -- 40
		<i>Happening Vilijun</i> -- 40
		<i>Inaugural EU-China</i>
		<i>International Literary Festival</i> -- 42
6	—	<b>Ars vivendum</b> -- 43
7	—	<b>Ars monumentum</b> -- 46
8	—	<b>Ars Eugenium</b> -- 48
9	—	<b>Ars cooperandum</b> -- 55
10	—	<b>Ars bibliographicum</b> -- 57
		<i>Scientific papers and books about the projects carried</i>
		<i>out by the Andizet Institute</i>
11	—	<b>Ars recenzium</b> -- 59





# Ars introductium

The *Ars Andizetum* publication resulted from a four-year activity of Andizet – the Institute for Science and Art Research in the Creative Industry founded with the intention of joining science and art. Research endeavours undertaken in the field of (*creative*) *industry* are still undergoing a process of formalisation.

The *Ars Andizetum* publication is a science and art experiment, the results of which have been included in a large number of published scientific and professional papers. Until today, unpublished perspectives have resulted in definitions relevant to the creative industry and for the first time they appear in this publication. Due to the aforementioned, *Ars Andizetum* goes beyond the framework of the profession being therewith eligible for inclusion in scientific research studies concurrently welcoming future partnerships. In addition, this publication is to be finished upon its public promotion on the occasion of Creative Treasury 2018 where you can expect a warm welcome by the *Andizets*.

Ana Zrnić

President of the Andizet Institute



# Andizet

*Andizet – The Institute for Science and Art Research in the Creative Industry was named after an ancient Pannonian tribe that founded the settlement Mursa. The name signified a swamp and was also adopted by the Romans for its sonority. Under the Roman rule, the ancient Mursa was granted the status of colony by which the tribe Andizets became permanently connected with the name of the city.*

The Andizets exemplified swampland transformation into fertile soil whereby Mursa became a desirable place to live and stay. They demonstrated the way in which *intellect* and *skill* present principles of creation to those living for art and becoming therefore the artists of knowledge.

The Andizet Institute is an association founded in September 2014. Its seat is located in contemporary Osijek, the city remembering its ancient past and enriching the presence on the traces of its turbulent past. The founders of the Institute were recruited from the ranks of scientists and creative people, and its members are numerous students and researchers whose participation turns them into Andizets and Andias.

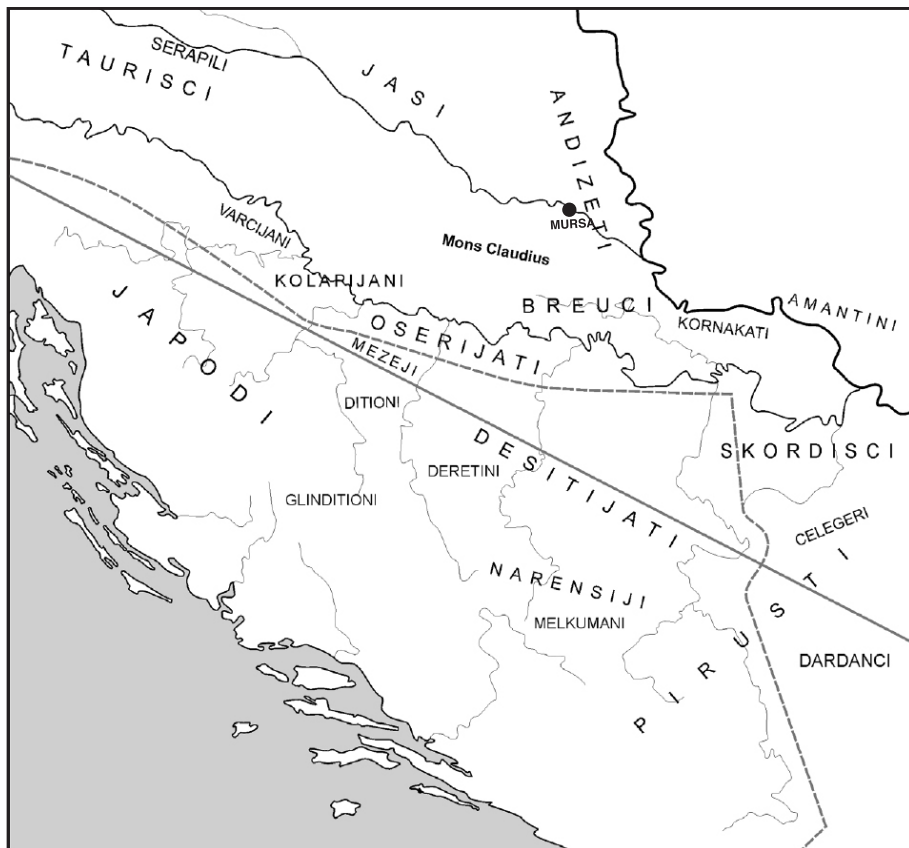
\*

Film

Remain Osijek



Map of the Andizets



Source: Domić-Kunić, A. (2006). Bellum Pannonicum (12-11 cent. BC): The final stage of the conquest of the southern Pannonia. *Journal of the Archeological Museum in Zagreb*, 39(1), 59-164

## — Goal

Developing a network platform for creative industry stakeholders, internationalisation of the value chain of Croatian cultural contents, and promotion and improvement of cultural production and consumption in the Republic of Croatia.

## — Mission

Organising and implementing culture, art, science, education and IT projects. The emphasis is put on the realisation of the following programme contents:

- ◆ connecting creative industry stakeholders in the Republic of Croatia;
- ◆ international cooperation projects in the creative industry;
- ◆ studying, protection and promotion of cultural heritage in the Republic of Croatia;
- ◆ scientific research into the cultural potential of the Republic of Croatia;
- ◆ production in the area of performing arts, visual arts, literary-publishing activities, audiovisual activities, media culture, interdisciplinary arts and culture activities;
- ◆ public opinion research;
- ◆ inclusion of Croatian citizens in social, cultural and creative life;
- ◆ promotion of scientific and professional achievements of the creative industry;
- ◆ youth inclusion in cultural and creative activities; and
- ◆ researching the creative workforce.

Establishing a platform for research through the implementation of projects, which is to focus on addressing scientific and research questions on the basis of which publicly available research hypotheses are to be defined.

## — Vision

Referring to new guidelines for the creative industry through cultural and creative activities in order to strengthen cultural and creative social potentials.



### *Andizets 2018*

--

Photo: Some Andizets members: (left to right) Jasna Horvat — Vice President (since 2014), Ivona Martinović, Lana Katavić, Dora Radl Ćučić — Secretary (2018 — today), Iva Ižaković, Petra Forjan, Ana Zrnić — President (since 2018), Ivana Jobst, Josipa Mijoč — President (2014 — 2018), Željko Ronta. Not present: Marina Stanić i Ivana Buljubašić.

# The creative industry

Currently a deep-rooted expression *creative industries* has its origin in Anglo-Saxon literature, and it refers to larger number of industries falling under the umbrella term connected with “creativity” and “industry” – the production for the market.

The researchers at the Andizet Institute have modified the term into the *creative industry*<sup>1</sup>. Based on examining the nomenclatures of other industries and having compared them to the existing scheme of nomenclatures for the copyrighted sectors, it is noticeable that each formalised industry is composed of a larger number of activities required to integrate heterogeneous productions under the term industry. As an illustration, economics terminology does not distinguish “process” industries, but it represents a unique industry which is in its nomenclature broken down into heterogeneous components<sup>2</sup>. Despite the fact that there are as many as 14 sectors pertaining to the industry, they are not referred to as industries, but the sectors are presented and analysed under the umbrella term *processing industry*.

In the early 2000s, creative potential possessed by each and every individual started to be seen as a separate area of research<sup>3</sup>, whereas the creative industry is the engine of national economies in developed countries. Based on numerous considerations, Andizets provide a summarised definition of the creative industry.


---

1 American researchers often use the term *copyright industry* and *entertainment industry*, whereas European researchers use the terms *creative* and *cultural industries*.

2 Sectors of process industry: production of food and tobacco products, production of beverages, production of textiles, leather and clothes, production of wood and paper products, printing and record replication, production of industrial chemicals, production of pharmaceuticals, production of rubber and plastic products, production of other non-metal mineral products, production of metal and metal products, production of computers, electronic and optical products, production of electrical equipment, production of machines and production devices, production of means of transportation, in accordance with the data available at: <https://www.hgk.hr/gospodarske-djelatnosti> (Retrieved: 15 February 2018)

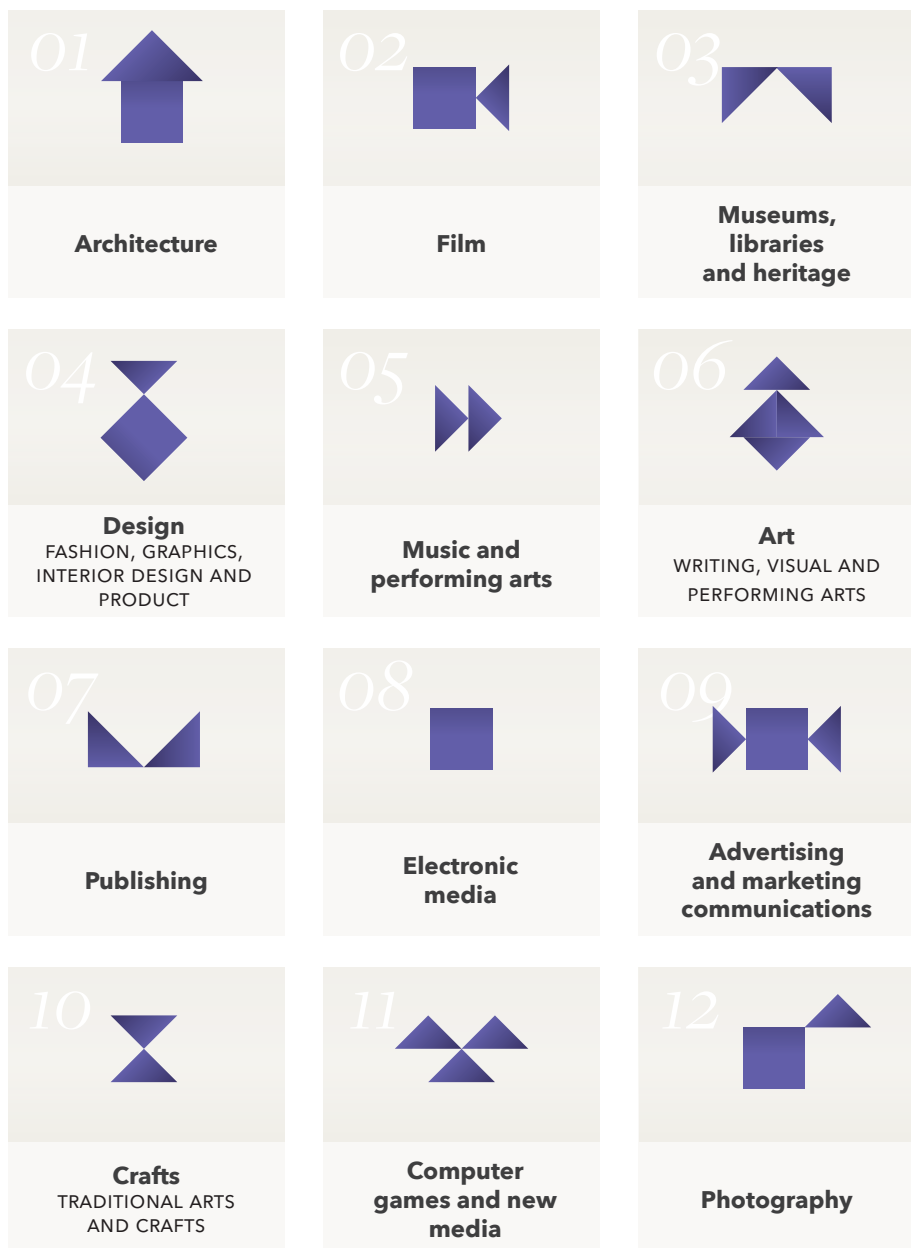
3 Florida, R. and Tinagli, I. (2004). Europe in the creative age. Carnegie Mellon Software Industry Center.





*The creative industry implies  
copyrighted production covered by  
the projects generating non-material  
products and services intended for  
market exchange.*

Figure: Creative industry sectors in the Republic of Croatia



Author: Ante Vekić, according to the proposed mapping of the creative and cultural industries in the Republic of Croatia<sup>4</sup>

4 Rašić Bakarić, Ivana; Bačić Katarina and Božić Ljiljana (2015). Mapping of the creative and cultural industries in the Republic of Croatia. The Institute of Economics Zagreb: Zagreb

Culture is a resource whose exploitation in the creative industry projects implies its concurrent preservation and multiplication.

**The creative industry (CI)** contributes to economic development in general, has an export potential and is based on knowledge, science, technological and art innovation, development of talents and preservation of national cultural heritage through its implementation into contemporary products and services.

The authenticity of creative products and services is based on the use of cultural and historical contents, whereby artistic and productive innovation ensures diversification and market recognition.

\*

What is the  
creative industry?



# Ars projectum

*Together with the rise of culture 'sign' has undergone ever-growing development, from being essential to decorative-useful, from typical to individual, and from mystical to symbolical.*

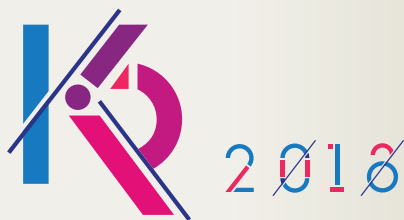
— Eugen Sekler<sup>5</sup>

Through its existence, the Andizet Institute aims to verify the basic characteristic of the creative industry, which is the work through project activities. In its four-year existence the treasury of the creative industry projects at the Institute managed to design and implement a larger number of projects such as Creative Treasury, GlagoSlov and Silk Road.



5 Sekler, E. (1924). On signet, trademarks and other signs. *Grafička revija*, 3: 41-45.

01



*The Creative Treasury Logo 2018*

\*  
Website:  
Creative treasury



*What is CT?*

## — Creative Treasury

*Since its foundation in 2015 until today Creative Treasury has unquestionably become one of the confirmed values, and its unique contribution is the development of a platform for the presentation of civil society projects driven and encouraged by scientists and university graduates.*

— Lukić, M. 2017: 60

A popularisation symposium of the creative industry – *Creative Treasury* – is a symposium connecting science and art, economy and local community. It has taken place in Osijek since 2015 in cooperation between the Andizet Institute and the Faculty of Economics, a public higher education institution whose premises it has been held on ever since.

The main goal of Creative Treasury is to establish a platform for institutionalisation of the creative industry in the Republic of Croatia and unleash its potential as an engine for economic development. The realisation of the main goal is to ensure the preservation of cultural identity and its promotion through production of new creative products.

Creative Treasury is at the same time the first popularisation symposium of the creative industry and within the national framework it became a venue for presenting projects of the local community in its broadest sense on the premises of a public institution of science and education with an open invitation to all interested creative industry stakeholders to collaborate and act jointly.

*Popularisation symposium is a public event at which all interested stakeholders (amateurs, professionals, scientists and experts) are eligible to participate, whereby their presentations are open to the entire community. Unlike other similar events (congresses, scientific and/or professional symposia, fairs, festivals), a popularisation symposium does not charge either presenters or visitors. The number and profile of sponsors – institutions from the public sector supporting the event contents with their name as well as the number of visitors demonstrate the social importance of the popularisation symposium.*

*As a meeting place of interested stakeholders from a specific sector, the popularisation symposium can be seen as a venue where stakeholders from a specific sector conduct scientific research, i.e. as a platform on which practice meets research methodology.*

— Mijoč, J.; Horvat, J.; Zrnić, A. 2016: 260

Due to its multidisciplinary character, Creative Treasury provides an opportunity for a free exchange of expertise, ideas and practical experience. Numerous prominent sponsorships of Creative Treasury confirm it as an incubator of knowledge, ideas and practices leaving an overwhelming mark on scientific, cultural and economic life on the national level. The event was given prominent patronage by the President of the Republic of Croatia, the President of the Croatian Parliament, the Ministry of Science and Education, the Ministry of Culture, the Ministry of Tourism, Croatian Cluster of Competitiveness of Creative and Cultural industries, Osijek-Baranja County, the City of Osijek and the Student Assembly of Josip Juraj Strossmayer University of Osijek.

The organisation of Creative Treasury is supported by numerous volunteers who were awarded for their work in 2016 having received the Volunteer Award for their “contribution to the development of volunteering in education.”



Volunteer Award 2016

Creative Treasury was granted the National Science Award for 2016 by the Ministry of Science and Education in the science popularisation category.





National Science Award 2016

Year after year, Creative Treasury has been attracting more and more new visitors, and the number has risen from 1,300 in 2015, to more than 3,000 in 2016, whereas in 2017 there were as many as 5,000 visitors.

The visitors perceive Creative Treasury as a project open to the community and civil society providing an opportunity to question gained knowledge and results over again as well as enrichment through practical experience.

\*

Creative Treasury on social networks



The fact that Creative Treasury is fully immersed in the digital era can be supported by its own audiovisual pro memoria produced by the Andizet Institute, which represent a way of expression aided by contemporary media.

\*  
Creative Treasury  
2017



\*  
Creative Treasury  
2016



\*  
Creative Treasury  
2015



## Treasury years

Each year, Creative Treasury creates a unique theme reflecting on the creative industry. The first Treasury year reflected on the *Creative (and cultural) industry* and set the organisational framework for Treasury as a whole. The second Treasury year in a row entitled *Socially Responsible Creativity* was granted the National Science Award. The outcomes of the third Creative Treasury under the theme *Chemistry of the Creative Industry* identified the need to publish the results accomplished and to create the publication entitled *Ars Andizetum*. Additionally, future Creative Treasury themes have been announced: 2018 *The Axis of Networks*, 2019 *Circular Creativity*



Creative Treasury Management Board: Ana Zrnić, Dora Radl Čučić, Jasna Horvat, Josipa Mijoč

# Creative Treasury space installations

Creative Treasury interiors are a medium for transmitting messages and establishing visual communication with visitors. Harvesting from cultural resources, the Creative Treasury spaces encourage reshaping of cultural contents into creative practice products and services. Audiovisual pro memoria recorded in Creative Treasury premises experiment through both artistic expression and connections between science and art.

## Murals of meandered Glagolitic script (2015)

The murals in the Aula of Glagolitic script and the Aula of Science at the Faculty of Economics in Osijek are permanent installations in scientific and educational spaces with the purpose of educating visitors about the Croatian Glagolitic script and the scientists from Osijek (Josip Juraj Strossmayer, Vladimir Prelog and Lavoslav Ružička). Besides the cathedral in Zagreb, the aulas of the Faculty of Economics in Osijek are the biggest public spaces adorned with Glagolitic script and welcoming the public during the opening hours of the Faculty.



Installation authors: Jasna Horvat and Josipa Mijoč

\*

Croatian Glagolitic  
Murals



\*

Stipe Gugić read  
Cities along the Silk Road



## Silk Road (2016.)

Establishing economic and cultural connections between Europe and the remote market of the People's Republic of China was deliberated upon at the 2016 edition of Creative Treasury. In order to provide thorough experience of establishing connections along the *Silk Road* the Faculty of Economics provided grounds for directing visitors' attention to a disposable space installation made of different materials. The use of light projections enabled adjusting the *Silk Road* installation to different times of day and groups of visitors.



Installation authors: Josipa Mijoč i Jasna Horvat

## Labyrinth of Chemical Interactions (2017)

A disposable installation was set up in both aulads at the Faculty of Economics, which was composed of materials used to collage the *Labyrinth of Chemical Interactions* and as such it corresponded with the umbrella topic. 10,000 3D shapes were integrated in the labyrinth covering the surface of 216 square meters.



Installation authors: Josipa Mijoč, Toni Andrijanić and Jasna Horvat

\*

Setting up of  
CT 2017



# Hydrogen Award

The Hydrogen Exhibitor Award was established on the occasion of the 2017 edition of Creative Treasury. The best exhibitor is selected by the Creative Treasury Management Board in accordance with the (top) audience rated programme content upon its presentation. The award promotes the preservation of cultural memory in the way hydrogen guards cosmic memory. This additionally reaffirms that Creative Treasury is a keeper of cultural heritage encouraging its transformation into creative industry products.



Conceptual design: Ante Vekić, Symbol; Production: LaserPlexx, Croatia

\*

Symbol:

[More about projects](#)



\*

LaserPlexx:

[More about projects](#)



Socially responsible creativity is awarded by the prize of the same name established in 2018.

## Research platform

Creative Treasury is a research platform for within-sector networking, organisation and the development of future activities among participants. Scientists and researchers are given an opportunity to explore heterogeneous viewpoints of creative industry stakeholders and to articulate them in hypotheses whose scientific questioning benefits the practice. In that way Creative Treasury organisers conduct primary research of creative sector stakeholders the sample framework for which is made up of respondents familiar with the umbrella topic of the popularisation symposium. The research results gathered at Creative Treasury have been published in scientific and research publications.

\*

Scientific and  
research publications



## International Poetry Evening

An International Poetry Evening pays homage to the thought and virtue entailed in public interpretation of verses by prominent world poets and musicians. This intercultural gathering of local and ERASMUS students at Josip Juraj Strossmayer University of Osijek is at the same time a diplomatic academy at which its participants act as poetic ambassadors of their respective countries. At the event, poetry is reflected upon as a timeless category whereby the readers use their native languages as a medium of mutual understanding beyond national borders and personal limitations. The project was conceptualised and organised by Sanda Katavić-Čaušić. The International Poetry Evening was granted the Hydrogen Award in 2018.



Atmosphere at the International Poetry and Music Evening

\*  
Atmosphere at the International  
Poetry and Music Evening






\*  
Hydrogen Award  
presentation





# Visitor registration in the digital era

Digital registration of visitors and monitoring their interest in specific events included in the programme contents as well as the total number of visitors are the basis for longitudinal analysis of Creative Treasury editions. By entering personal information on Eventbrite platform each visitor interested in a specific event was granted a digital ticket with a booked seat at the event, which could be downloaded via their emails. In 2015, a visitor database was established enabling scientific and professional research on the organisation of big events.

498224269628555158001 	Event <b>Kreativnošću do rezultata, ali kako do kreativnosti?</b>		
	Date+Time Thursday, April 21, 2016 from 11:00 AM to 11:45 AM (CEST)	Location Faculty of Economics, Osijek 7 Trg Ljudevita Gaja 31000 Osijek Croatia	Name Petra Forjan
	Order Info Order #498224269. Ordered by Petra Forjan on March 6, 2016 10:53 PM		Payment Status Free Order
	Type Kreativnošću do rezultata, ali kako do kreativnosti?		

Eventbrite ticket

## Tema

A prestigious literary journal *Tema* dedicated a themed issue to Creative Treasury in its 2016 edition (ISSN 1334-6466, year XIII, 4–5–6/2016, pp. 59–95). The themed issue consists of 8 chapters, of which the first was written by Milica Lukić (*The encounter of the actinides in the radioactive field of Creative Treasury*).

\*  
Promotion of  
Tema



\*  
Journal Tema  
(Creative Treasury, pp. 59–94)



## Osijek remembers

Creative Treasury revives memories of the past of the City of Osijek as well as its recent history with the figure and work of Eugene of Savoy. With this intention and goal the novel *Bizarrij* was staged (director: Jasmin Novljaković, actors: students from the Academy of Arts in Osijek) on the occasion of Creative Treasury in 2015, and it has been performed twice at the Embassy of the Republic of Croatia in Vienna.

The film *Eugene of Savoy* produced by the Andizet Institute was screened at Creative Treasury in 2017.



Performance *Bizarrij*

Director: Jasmin Novljaković, actors: students from the Academy of Arts in Osijek

\*  
Promotion  
of *Bizarrij*



\*  
Film *Eugene  
of Savoy*



# Creative Zone

Creative Zone Osijek is a project the aim of which was to create a public platform for creative industry events in the city of Osijek during a one-year project period (2016). Creative Zone Osijek is intended for the wider community and all age groups.



Ivan Ripić (Treasurers media team), Ivana Jobst (Treasurers manager)

\*

Reputable sponsors  
about Creative Treasury



## — GlagoSlov

Project GlagoSlov was financed and organised by the Andizet Institute with the goal to popularise Glagolitic culture and (non)material heritage.

Glagolitic script is a heritage script declared intangible cultural heritage in 2014. It is unique for its characters which are at the same time letters, numbers and symbols. The endeavours of the Andizet Institute in cultivating Glagolitic script are a reminder of Bishop Josip Juraj Strossmayer who advocated Glagolitic heritage and its revitalisation.

### Ligatures of meandered Glagolitic script

Ligatures of meandered Glagolitic script represent the conceptual design of meanders at the Faculty of Economics in Osijek. Each ligature contains a visual and a philosophical message (garden, humans, fruit, think, first, water) indicating economic applicability of Glagolitic script in different ways of creative expression. Descriptions of ligatures and aulas they adorn enable on-the-spot learning.





Images of ligatures of meandered Glagolitic script set up as murals at the Faculty of Economics in Osijek



02

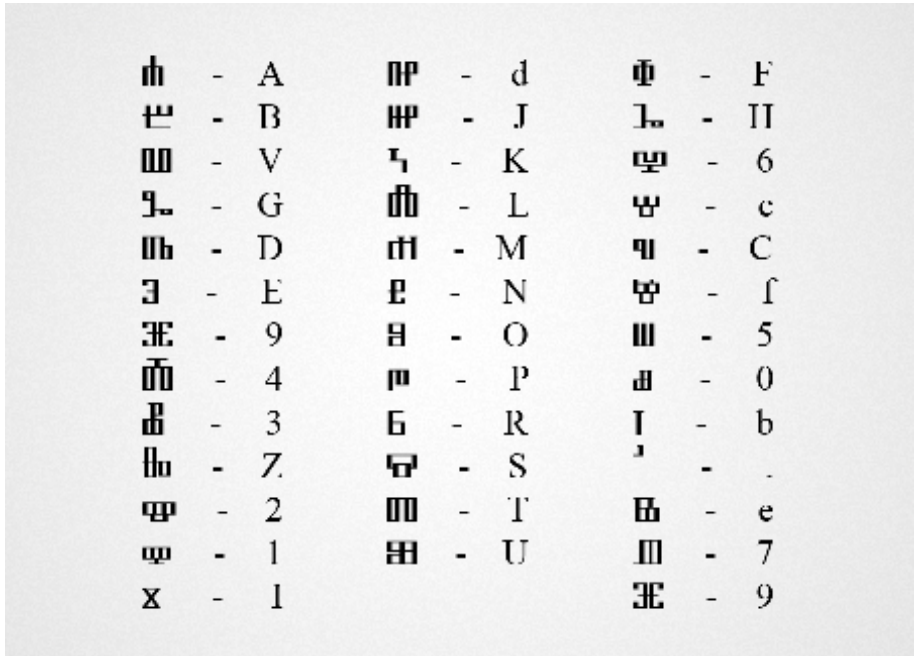
\*  
Aula of  
Glagolitic script





# Alkar

Alkar is a computer font designed in 2015 to mark the 300th anniversary of the traditional equestrian knights' competition called alka. Alkar connects two examples of intangible heritage of the Republic of Croatia – alka and Glagolitic script – both under the protection of UNESCO. Alkar can be downloaded from the websites of the Faculty of Economics and the Andizet Institute.



Alkar computer font

Authors: Jasna Horvat, Jasmin Mišković and Željko Ronta

\*

Download Alkar  
computer font



## Audiovisual works

Audiovisual works produced by the Andizet Institute are open to the public and their free distribution is enabled by social and other communication media of the digital era ensuring wide reach.



Website  
[www.andizet.hr](http://www.andizet.hr)



Facebook  
Institute Andizet



YouTube  
Institute Andizet



Vimeo  
Institute Andizet



The first in a series of audiovisual works recorded to transmit key messages contained in Jasna Horvat's novel *Az* (published by Naklada Ljevak, 2009). In 2011, the novel was granted an award in the field of literature for outstanding scientific and artistic achievements in the Republic of Croatia. Audiovisual work *Who am I?* is conceptualised in numerical order of Glagolitic characters literary interpreted in the novel, and it familiarises the viewers with both philosophical and symbolic composition of Glagolitic script.

The novel *Az* has been translated into English and available for free download on webpage of the Andizet Institute.



English version of  
the novel *Az*



Foreword and the first  
chapter of the novel *Az*





## — Silk Road

Cultural and economic revival of the Silk Road is an opportunity for international promotion of the Republic of Croatia. Creative products of the Andizet Institute challenge the ways of this global promotion, whereas the members of the Institute reach for different marketing forms.

### Promotion of the novel *Vilijun*

The promotion of the novel entitled *Vilijun* (published by Naklada Ljevak, 2016) written by Jasna Horvat was held at the opening ceremony of Creative Treasury 2016. The promotion broadened the boundaries of literary communication through the use of QR codes integrated in the novel, which makes it the first smart novel in the Republic of Croatia. Embedding the novel promotion video in the printed novel is a creative experiment of the Andizet Institute and Naklada Ljevak, which made it possible for the book to be finished after its printing.

In its sections, the novel *Vilijun* awakens the stations along the Silk Road and becomes a cultural identity card of Croatia and many other countries along the Silk Road. Through identification with Marko Polo, the first global traveller and ancient explorer, the reader is invited to use this toy book interactively and read it in many different ways and directions.

\*

Promotion video  
of the novel *Vilijun*  
at Creative Treasury 2016



\*

Musical interpretation of the  
poem *Milijun* by Matija  
Dedić and Milivoj Juras



\*

Video recording of  
*Vilijun* promotion



The academic Dubravka Oraić Tolić entitled the epilogue for Jasna Horvat's novel *Vilijun Ars Horvatiana*, which designated the oeuvre of this author from Osijek as "the most consistent authorial conceptual poetry in contemporary Croatian literature."



Promotion – photos

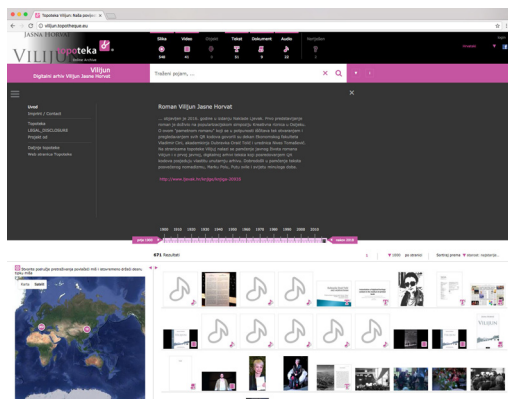


# Topotheque *Vilijun*

Topotheque is a project intended for publishing contents of importance to local history and knowledge of the EU citizens in which the project Vilijun got its place in mid-2017. The importance of this way of digital publishing is reflected in permanence of memory of creative contents originating from a literary text (recordings of performances, publications in newspapers, recordings of participation in book fairs, thematic speeches in educational institutions, published cultural and literary criticism and scientific papers). These numerous examples of archiving in the *Vilijun* Topotheque initiates solving the problem of insufficient visibility of cultural and creative initiatives gathered under an umbrella topic of a new way of cultural nomadism and a virtual platform typical thereof.

\*

Website of  
Topotheque Vilijun



## Happening *Vilijun*

The *Vilijun* happening directed by Robert Raponja was included in the programme of Osijek Summer of Culture 2017. It was premiered on July 4, 2017 in the courtyard of the Museum of Fine Arts, and recordings of rehearsals and the happening itself can be accessed on the virtual platform of the Vilijun Topotheque. The happening resulted from the cooperation between The Museum of Fine Arts, Osijek Summer of Culture and the Andizet Institute.



\*  
Dance of  
the fairies



Hepeninga Vilijun - photos



\*  
Happening  
Vilijun



# Inaugural EU-China International Literary Festival

The multimedia project Silk Road and *Vilijun* and Creative Treasury pertaining thereto were presented in the People's Republic of China on the occasion of the Inaugural International Literary Festival held 21 – 27 November 2017 in Beijing and Chengdu. The festival gathered eight writers from the EU and twenty-two from China, and it included numerous public events concentrated around the exchange of ideas about diversity of Chinese and European cultures carried out through interaction of the authors and audience. The EU-China International Literary Festival was marked by Silk Road awareness, and the Republic of Croatia was presented by Jasna Horvat and Josipa Mijoč. On a large number of public events, Mrs Horvat talked about her “smart” novel *Vilijun* presenting a centuries-old cultural connection between Europe and China in an innovative way. As Frank Gulin, Hina broadcast journalist, put it: “In Croatia, Horvat is considered to be the pioneer of smart novel experimenting with QR codes”.

A visit of the Andizet Institute to Beijing and Chengdu put Osijek and Croatia on the list of participants in the Silk Road project, whereby Chinese and Croatian public were informed about innovative cultural practice emerging and living in Osijek.

\*

Festival Website

[eu-china.literaryfestival.eu](http://eu-china.literaryfestival.eu)



\*

Film Promotion in China



# Ars vivendum

AUTHORS

## Jasna Horvat

is a full professor, cultural theorist, writer and multimedia artist. She works at the Faculty of Economics in Osijek and is the founder of the Andizet Institute and the initiator of Creative Treasury. Her rich literary oeuvre has been designated by the term *Ars Horvatiana* by the literary critics and described as a successful connection of science and art in accordance with the Oulipian practice. She has won the following awards for her scientific and literary work: the Prize of the Croatian Academy of Sciences and Arts for Literature (2010), the Seal of the City of Osijek for Special Achievements in the Field of Literature (2011), and the Croatian National Science Award (2017).

\*  
Wikipedia:  
Jasna Horvat



\*  
Website:  
[www.jasnahorvat.com](http://www.jasnahorvat.com)



## Josipa Mijoč

is a scientist, producer and cultural theorist. She teaches a number of courses at the Faculty of Economics in Osijek. She was a perennial president of the Andizet Institute and has led and initiated numerous projects, with Creative Treasury standing out. She is a producer of multimedia projects aimed at the realisation of innovative art practices based on cultural heritage. Her research work is dedicated to scientific research beneficial both for the academic community and the stakeholders of creative industry sectors. In 2017, she received the Croatian National Science Award.

## Ana Zrnić

is a scientist at the Faculty of Economics in Osijek. She was appointed president of the Andizet Institute in 2018. She was given the Dean's Award for the 2014/15 academic year for her contribution to Creative Treasury. She is the manager of multimedia projects at the Institute and the assistant director on the happening *Vilijun*. She has excellent public communication skills and extensive experience in financial management of cultural products.

### **Sanda Katavić-Čaušić**

She holds a Master's degree in social sciences, field of economics, and works as an English language lecturer at the Faculty of Economics in Osijek. As an associate of the Andizet Institute since 2017, she has been the project manager of the International Poetry and Music Evening for which she received the Hydrogen Award (2018). Her research is concentrated on the creative industry, cultural identity and heritage, and she has been involved in translation of numerous art publications. She is proactively involved in promoting intercultural competencies of local and foreign (ERASMUS) students.

### **Dora Radl Ćučić**

Dora Radl Ćučić teaches economics subjects at Trade and Commercial School "Davor Milas". She coordinates the work of high schools, higher education institutions and civil society institutions. The center of her interest is volunteering as the key element of social development. She is involved in organizing large-scale public events on the occasion of which she connects interior design with the messages transmitted through these events. She is the secretary of the Andizet Institute and executive producer of Creative treasury.





# Ars monumentum

Amnis<sup>6</sup> ame<sup>7</sup> apam<sup>8</sup>

Goddess Tihe succeeded in her endeavour:  
embracing God Dravus with her entire body,  
she joined with his liquid complexion,  
harnessed his wildness with her love embrace  
and breathed the air of her volatility into him.  
Stepped on by Tihe's right foot  
the body of Dravus stuck against the river bottom  
condemned to water slavery floating on the spot.

While holding him stuck against the river shallows  
by the Andizets' settlement Mursa,  
with her toes Tihe marking messages on him,  
reminding him that she is the Goddess of destiny and happiness  
who weakened the bloodstream and slowed the heart down  
of him, the God of waters and rivers.  
Her touching him with her toes, Tihe  
sends him the thought that he was overcome,  
whereas in dreams she tells him that  
his slavery protected the Andizets,  
artists and thinkers,  
living on the banks of an unpredictable river.

---

1 Lat. *amnis* – river

2 Arb. *ame* – riverbed

3 Germ. *apam* – water

The reflection of Tihe's hair wound around the body of Dravus.  
He, the God of rivers, caught in Tihe's braids  
Adorned by city walls.  
The pressure of Tihe's foot Dravus felt for milleniums  
and his every repeated spilling from the riverbed  
is a failed escape celebrated by her  
and the Andizets she protects.

Since then until today the flooded Mursa  
has sacredly lived together with its swamps,  
and the strength Tihe draws from the wet harmony  
encouraging Andizets to remain those  
maturing by mastering skills  
in the same way as Mursa grows  
from the swampy soil  
nurtured by the waters of Dravus.

*Jasna Horvat*



A part of a stone  
monument depicting god  
Dravus (from Osijek)



# Ars Eugenium

Stand up straight, hold your breath  
lower your heartrate and stand still  
saluting in front of you  
The Philosopher Prince – Eugen of Savoy,  
the founder of Osijek's Tvrđa and city fortresses  
separating the East from the West.

At the time I refer to as mine,  
I had set up a dense network  
of cities and fortresses  
visible only today  
when forgotten are the wars  
in which I got killed  
for you - prospective, unknown and remote ones.

Karlovac, Gradiška, Slavonski Brod,  
Rača, Beograd, Pančevo, Čuprija,  
Oršava, Alba lulia, Timisoara, Arad,  
Petrovaradin, Segedin and Osijek  
had been created  
from my visions  
and they had become a network  
of my bloodstream,  
whose junctions are the eyes of future dwellers  
with restless eyelids behind which  
my dream visions pass by.

The land you claim as your own  
spoke to me in the language  
of your ancient ancestors  
from the tribe of Andizetes

who skillfully turned marshland  
into soil suitable for life and growth.

The nothingness of my own body  
I committed to death and  
after I would  
get wounded or killed,  
the soil would raise me  
unveiling people  
among which are exactly you,  
so real and existing,  
and yet so distant and unreal to me.

You are wondering what I had been driven  
and motivated by?  
Through my veins  
neither blood nor wine were flowing,  
but the rivers:  
Tisza, Danube, Sava and Drava.

Did I tell you that in Osijek  
I had had met goddes Tihe  
who conquered Dravus – the god of water and rivers?  
Did I tell you that  
for the Osijek Tvrđa  
I had designated the four gates  
opening exactly to you?

Emperor, Esseker,  
Water and Western gate  
I had set up on the entrances to Tvrđa  
in order to protect the most beautiful lowland fortress  
from the rest of the world.  
Osijek captured me by its  
addiction to loneliness.  
Osijek nurtured me with its readiness  
to grow from the darkness.

The city had told me: the strength is in surviving  
when being alone.

The strength is to eliminate the darkness and grow into a city.

I, who do not need land,  
owned Baranja and Bilje.  
I had castles, cities and fortresses built,  
had hunted passionately,  
fought and collected artworks.

The blood of Jesus I worshiped through wine,  
and the Lord's body through bread,  
striving to bear  
transformations and changes  
in which we question  
our readiness to sacrifice  
as our own will and desire.

I had invited you – fresh and well-rested  
arriving from the Future to join me in my world  
tonight,  
and by my side  
to take part in my time  
at the end of the seventeenth and the beginning  
of the eighteenth century  
and to taste the wine  
nourishing the fields of your and my Baranja,  
of your and my Belje.

Step by the table,  
with your right hand on your chest,  
and with your left holding the glass  
and raise it high,  
high into the sky  
may wine in it sparkle as an eye  
not missing the tiniest of a trace.

Observe the color  
and the shiny days in it  
inscribed in the nectar  
made for you,  
for this evening  
prepared for us.

Who knows wine,  
knows me too –  
the warrior, nomad, strategist and collector.

Bring wine close to your face and  
do not take a sip!  
With you are my guards,  
mates and late nighters.  
They cannot be seen since being hidden  
in your thoughts,  
and you are,  
without even knowing,  
part of my war plans.

Do not spoil the ceremony,  
respect this solitary ritual  
joining  
in Baranja fields  
you and I,  
the Prince of Danube who knows the land of Baranja  
longer and better than you.

Be patient, do not question  
and do not disturb my warrior pulse!  
Put wine close to your face  
And listen to the voices from the distance.

Do the same as I do,  
strategist and nomad -  
pour wine into a vessel,

nestle it onto your right palm  
and listen to the intoxication by the wounded soil,  
do not drink its knightly sweat  
and do not slurp its hubris.  
Approach it enthusiastically,  
then smell it,  
breathe it in,  
listen to it.

It is the soil in it saying  
that wine is the strength  
pressed in order  
for you to indulge in it  
at a slow pace.

I had invited you tonight  
to be at my side  
Andizetes, Mursens and Essekers,  
distracted by heroism and  
blinded by braveness.

In my war cabinet  
there is place for all of you,  
I prepared  
maps and glasses  
and on an imaginary war board  
let's drink to peace and love!  
Under the starry sky  
my wish tonight  
is to have you as my comrades the way  
generals Beckers and Petrash used to be.  
Let's propose a toast to each other  
with the precious drink  
nourishing the fields of Baranja,  
your and my Belje,  
your and my Slavonia.

Take a sip now and and chew it up seven times.

I did what you did  
and we have sworn eternal friendship now,  
tied by land  
and the sun captured in grapes  
and turned into wine.

Cheers! Tthis is to you, the new ones!  
Here's to your health and expect  
my new invitaition to the  
war, military cabinet!  
I will call you to start  
all over again  
the duel with the sun, land and wine  
pouring from the Baranja bosom.  
Here's to you by  
the nomad, strategist and collector:  
The Philospher Prince – Eugen of Savoy!

*Jasna Horvat*

\*

Ars Eugenium







KREATIVNA  
RIZNICA

Ana Zrnčić  
predsjednica  
instituta@andizet.hr

Institut za znanstvena  
i umjetnička istraživanja  
u kreativnoj industriji  
Trg Lučevača Gasja 7  
31000 Osijek  
00 395 976901795  
www.andizet.hr

Andizet

# Ars cooperandium

You are welcome to participate in the development and realisation of our projects.

Contact us:

Josipa Mijoč  
CEO of Creative Treasury  
E-mail: [josipa@andizet.hr](mailto:josipa@andizet.hr)  
Phone: 00 385 91 220 44 86

Ana Zrnić  
President of the Andizet Institute  
E-mail: [ana@andizet.hr](mailto:ana@andizet.hr)  
Phone: 00 385 99 690 17 95

Andizet – Institute for Science and Art Research in the Creative Industries  
Address: Andrije Hebranga 73, 31000 Osijek, Croatia  
OIB: 34796865430  
Account: HR5124020061100718638, ERSTE & STEIERMÄRKISCHE BANK d.o.o.  
Type of organisation: non-profit association  
E-mail: [institut@andizet.hr](mailto:institut@andizet.hr)



# Ars bibliographicum

*Scientific papers and books about the projects carried out by the Andizet Institute*

- ◆ Cvitić, F. (2015). Murals telling stories. *Vijenac: magazine for literature, art, culture and science* (556). Matica hrvatska, Zagreb.
- ◆ Horvat, J., Topić, D., Mijoč, Josipa; Katavić-Čaušić, S. *AZ – Croatian Glagolitic Murals, 2015.* (audiovisual material) Available at: <https://www.youtube.com/watch?v=PK3fWH6wj3I>
- ◆ Jobst, I. (2017). Analysis of big events - Creative Treasury 2016 (Doctoral dissertation, Josip Juraj Strossmayer University of Osijek. Faculty of Economics in Osijek, Chair of Quantitative Methods and Informatics.)
- ◆ Lukić, M. (2017). The encounter of the actinides in the radioactive field of Creative Treasury. *TEMA: Časopis za knjigu* 4-6/2016. Centar za knjigu. Zagreb. 60-61.
- ◆ Mijoč, J. (2017). Chemistry of creative industry: popularisation symposium Creative Treasury 2017. *TEMA: Časopis za knjigu* 4-6/2016. Centar za knjigu. Zagreb. 62-67.
- ◆ Mijoč, J., Horvat, J., Zrnić, A. (2016). Popularisation symposia as a new organisational platform for major events – The case of Creative Treasury. In: 5th International Scientific Symposium Economy of Eastern Croatia - Vision and Growth.
- ◆ Šarlija, T. (2016). Popularisation of cultural and creative sector. *Artos: magazine for science, art and culture*, (4) Retrieved from: <http://hrcak.srce.hr/168600>

- ◆ Tomašević, N. (2015). Creative Treasury: Popularisation Symposium of Cultural and Creative Industry of the Faculty of Economics in Osijek. *Ekonomski Vjesnik/Econviews: Review of contemporary business, entrepreneurship and economic issues*, 28(1), 273-275.
- ◆ Tomašević, N., Kovač, M. (2015). Creative industry and publishing. *Ljevak*.
- ◆ Turjak, S. (2018). Overview of the Popularisation Symposium: Creative Treasury 2017 – Chemistry of Creative Industry. *Ekonomski vjesnik/Econviews-Review of Contemporary Business, Entrepreneurship and Economic Issues*, 30(2), 505-507.
- ◆ Zrnić, A. (2016). Creative Treasury 2016–Popularisation Symposium of the Faculty of Economics in Osijek: Socially Responsible Creativity. *Ekonomski Vjesnik/Econviews: Review of Contemporary Business, Entrepreneurship and Economic Issues*, 29(1), 279-283.
- ◆ Zrnić, A. (2017). Chemistry of digital communication with the visitors of creative contents. *TEMA: Časopis za knjigu* 4-6/2016. Centar za knjigu, Zagreb. 68-70.

# Ars recenzium

Scientific and artistic experimental edition of Osijek's Andizet – Institute for science and art research in creative industry is marked by its uniqueness in the Croatian academic community that lies in its form and content. It promotes original - pivotal – postulates of spiritual activity rooted on the one hand in solid logic and evidence referred to as science, and on the other hand in metaphysics and the field of aesthetics/ beauty or art which is - paradoxically – also measurable if we take into account that in everything WHICH IS there is a measure of perfection, auron, golden ratio – represented by the number  $\pi$ . Successful joining of these naturally connected activities of the human spirit, science and art, confirmed as such also in the name of the fundamental Croatian scientific institution – the Croatian academy of sciences and arts is, to the best of the reviewer's knowledge, pertaining exclusively to Osijek's Andizet. The institute's activities show that skills/art is the umbrella term uniting everything created or recreated by the human spirit - whether measurable or not - from the energy rooted in the complexity of what is called the human intellect.

*Milica Lukić, PhD, Full Professor*

Through an interdisciplinary approach the study provides the definition and framework of creative industry and demonstrates the purpose of existence as well as the results of the longtime work of Andizet – the Institute for science and art research in creative industry. Within the mentioned framework and in cooperation with partner institutions the Andizet Institute encourages understanding of creative industry as the driver of development of economy and entire society and promotes activity of involved shareholders. At the same time Ars Andizetum is a work that transforms reading into multimedia experience being at the same time one of many innovative projects by the Andizet Institute.

*Ivana Bestvina Bukvić, PhD, Assistant Professor*

In national economies creative industry promotes new market dynamics, redefines existing value systems and creates innovative business models based on knowledge. Mutually heterogeneous but united in the creative process the sectors within the industry directly influence economic and social development as well as everyday life of individuals. Ars Andizetum is an example of the importance of economic research of an emerging industry and ways in which creative products are sectorally diversified. Open access to digital versions of Ars Andizetum is to instruct about the cutting-edge digital technologies and its bilingual design about the necessity and desire to overcome language and spatial barriers.

*Marina Stanić, PhD, Assistant Professor*