



CENTER OF NEW BELGRADE

THE CONTINUITY OF LOCAL PROTAGONISTS

ETH Studio Basel

SS 2006

Prof. Roger Diener, Prof. Marcel Meili

Simon Hartmann, Christina Holona, Prof. Bart Lootsma, Christian Mueller Inderbitzin, Milica Topalovic

Willy Stähelin, Alex Zollinger

CENTER OF NEW BELGRADE

THE CONTINUITY OF LOCAL PROTAGONISTS



Table of Contents



Introduction

The Position of the Nine Blocks
The Historical Context
Legal Justice and the Market Economy
Continuity and Instability

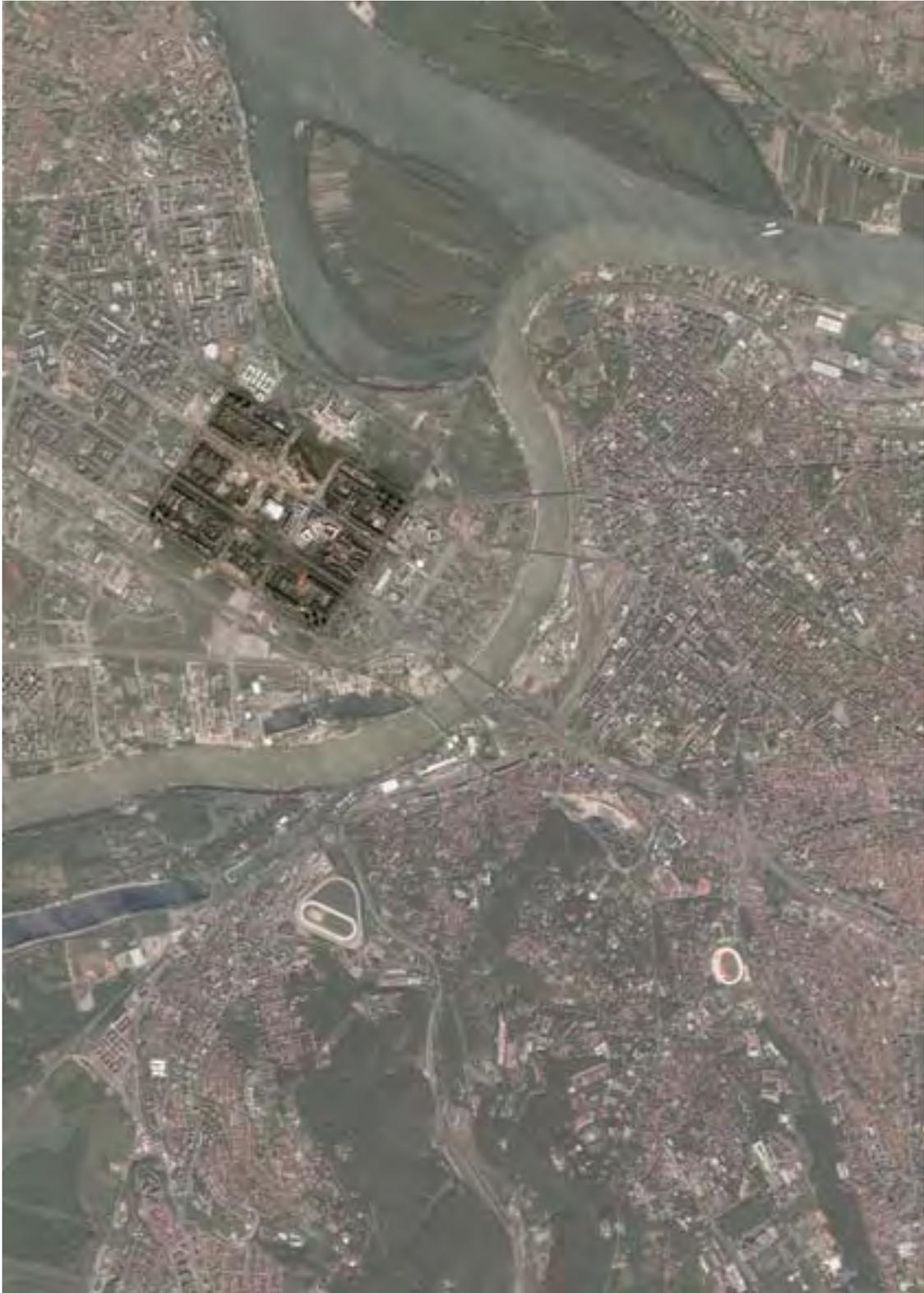
Protagonists

Beoland
Urban Planning Institute
Energoproject
Napred
ENJUB
Imel
GTC
SIEPA and FIC
Real Estate agents
Architects

Projects

Planning Strategies
The Last Purely Governmental Action
Economic Catalyst: Sports Arena
Private Residential Construction
Small Partitioning as Sales Pitch
The Israeli Onslaught
Impatience and uncertain planning

The Position of the Nine Blocks





Introduction **The Historical Context**

Tito transforms the border town of Belgrade into the center of the multi-ethnic, Yugoslavian state.

During its decline, the Milosevic regime determines the events.

Over centuries, Yugoslavia (South-slavia) is a border state. In the late antiquity, an important demarcation runs along the river Dirna between the West- and Eastern Roman Empire, and between roman-catholic and orthodox Christendom; during the time of the Ottoman Empire a line marks the separation between Christendom and Islam.



In 1882, Serbia is declared a kingdom, with Belgrade as its capital. Under Josip Broz Tito communist Yugoslavia achieves a middle ground between the East and Western block states. Tito drains the center of New Belgrade and thereby creates a large portion of the new, planned city. The entire land area of Belgrade becomes state property. Though many enterprises are state owned, they are able to conduct business independently. The death of the dictator marks the end of stability and the demise of the Yugoslavian multi-ethnic state.

In 1990, Milosevic seizes power of Serbia and drives the country into a sideline position with his pan-serbic, nationalistic course. He plans a metro for Belgrade, though only one station is completed. In 1992, the international community initiates a trade embargo against war-minded Serbia. After the NATO bombing of Belgrade in 1999, Milosevic's reign comes to an end.

In 2001, with the announcement of financial aid reaching into the billions, Milosevic is surrendered to the UN's International Criminal Tribunal for the Former Yugoslavia in Brussels (I believe this should read The Hague) where he died on March 11th, 2006. The EU and the US have presently slowed the provision of funds, as the alleged war criminal Ratko Mladic is still at large and has not been surrendered to the UN tribunal.

On May 23rd Montenegro separated from Serbia through a referendum and became the newest, independent state of Europe. The communal government is thereby obsolete and a new state constitution has become necessary.



1999, a stray bullet hits the Chinese Embassy



Introduction

Politics

Break-up of the multi-ethnic state of Yugoslavia

Milosevic takes over the power with an aggressive and chauvinistic politic

Fights in Bosnia-Herzegovina

Independence of Mazedonia

Tito dies

1982

Unrests in Kosovo



Civil War after the declaration of independence of Croatia and Slovenia

1980

1992

Economy Embargo

Inflation

Land allocation in the Center of New Belgrade

1990

Building Economy



Privatization of Eneroprojekt
Foundation of ENJUB



international competition for the reorganization of the New Town

1984

Slavica (Energo project) wins the competition for Block 24



Completion of the residential building on Block 21 by Slavica

1995

Strugar (Energo project) wins competition for Block 22, 25, 29

Urban Development



new competition for the Metro

Completion of the residential accommodation on Block 22 / 25



NATO bombings on Belgrade

1999

Election of the President and of the Parliament

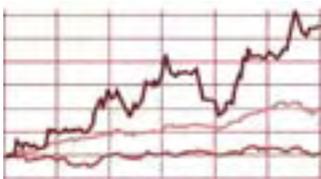
2000

Milosevic dies

2006

Montenegro splits up from Serbia

international subsidies



Napred becomes a Corporation

revision of the building laws

foreign investors become active in the Center of New Belgrade

2001

Master Plan 2021

Commercial Buildings on Block 30 (GTC)

Competition for Block 26 (300'000m2)



1998

Competition for Block 26 (180'000m2)

Legal Justice and the Market Economy

Serbia is caught within its communist legacy. One strives for welfare supporting values.

Legal justice and a free market economy are prerequisites for foreign investment and support. Only upon the foundation of these two, important components of a democratic state can a healthy economy be developed.

In normal cases, banks only accept real estate as collateral if it is insured. In Serbia, a law of mandatory homeowners insurance is under preparation and is expected to be ratified next year. The law pertaining to credits is only two years old.

The privatization of state-owned property is currently proceeding as at slow pace, despite great efforts from the government (privatization agency, Beoland) and the financial support of the European Central Bank. Though former owners may compensation, the land available for construction is primarily in the hands of the Republic of Serbia.





500 Mrd. Dinarnote during the inflation period in 1993.
The inflation of the Dinar was 17,7% in 2005.



Introduction

Continuity and Instability

Due to its history and position, the center of New Belgrade is of primary importance. Ever-changing intentions have leave their mark on the cityscape. Though the local protagonists remain the same, old structures meet new forces.

The eventful history of the Serbian capital, Belgrade, continues to experience constant transformation; this is particularly evident in the center of New Belgrade. The residential buildings once intended to form the focal point of communist, Great-Yugoslavia, planned city between the Danube and Sava, now stand alongside the commercial buildings of contemporary capitalism. The area is now intended as Belgrade's commercial center-point between the airport, the old city, and Zemun.

Though master- and regulatory plans exist for this area, no concept has outlasted the political turmoil. Every new constellation of power brings with it its own laws. As focal point of interests, the city center has always been vulnerable to ideological shifts.

The following building projects and their protagonists describe this course of events. They developed within the nine blocks of New Belgrade's center, in the time span of the last two to three decades. The chosen cases demonstrate, through the evolution of these diverse systems, how the city Belgrade was built and developed.

Protagonists

In the development of the city, those individuals or groups involved in the conception and implementation of projects are listed. The analysis of participants offers one possible insight into these connections.

Beoland

Urban Planning Institute

Energoproject

Napred

ENJUB

Imel

GTC

SIEPA and FIC

Real Estate Agents

Architects



The City of Belgrade's agency for land development coordinates the proceedings of urban development on all levels.

Slobodanka Prekajski from the marketing department answered our questions regarding the tasks of Beoland.

Our agency prepares building sites, owned by the state, in all parts of the city. We create the infra structure, evaluate the prices, and develop each respective leasing agreement. The common leasing period for the right to building is 99 years, the price is determined by location, use, development cost, etc... and can be paid in installments. Whomever purchases the right to build on a site, own the building on it, but not the land itself. The leasing proceeds are spent on preparation and maintenance of further building areas.

The agency of land development, as central administrative agency, maintains contact with all participants and coordinates the proceedings. Previously, this lay with the separate district administrations, which hampered planning coordination between separate parts of the city and \did not have the capacity to employ specialized staff for single areas. However, the question of decentralization is still a political issue, pertaining to the power struggle between the city and its various districts. The discussion on the efficacy of the central administration is often lost in the shuffle.

We also deal with the privatization of land, as the leasing system is unsettling to many foreign investors. We are dependent on their funds for the city development. This proposition however, brings former owners, old Serbian family clans, to the table. They demand government compensation for their dispossession during the communist regime of Tito. The legal complexity of ownership rights is so great, that the process of land privatization will take years to settle, despite the financial support of the Central European Bank.



Protagonists **Institute of City Planning**

Time and again, the department for detailed planning of the city of Belgrade has had to fight against capitalist short sightedness. It must set out intents, rather than rules.

The institute has, among other things, the role to watch that new constructions are not working against the city development. This puts it frequently into a conflict with other participants of city or investors, who seek a most economic solution bordering legality.

Milica Joksic, chief of the department, and her colleague Dragana Acimovic guide us through the problem and answer our questions:

Thanks to prefabrication, Tito is able to build a planned city of high quality, in the style of Chandigarh. These buildings are solidly built. Newer buildings have problems, although they are of lower height. The houses are constructed rapidly, with thin walls; time is money.



Often, problems arise where least expected. The Beogradska Arena had to cancel the Rolling Stone concert due to concerns of the fire police. The structure had to be finished in a hurry so that Milosevic could inaugurate it.

The nine blocks were partly constructed with residential buildings, we have left the center, the old axis between Federation palace and train station, for last.

In 1998 we drafted a detailed plan for the empty spaces in the center of New Belgrade. However, the requirements of people involved in politics and economy changed rapidly and a further plan became necessary.



People rave about blocks of towers, but this results in problems. The building size determines the size of the parking.

The high groundwater level in New Belgrade increases construction costs to such an extent that investors shy away from the technically elaborate foundation construction required for high-rises and subterranean garages. Most buildings have only one basement level.

Belgrade is prone to earth quakes. Strict security regulations have to be observed.

In some cases, height limits are therefore set to 32 meters and a specific distance between buildings is required to avoid the collision of structures during an earthquake.

Protagonists

Long-term master plans and short-term regulatory plans.

The institute drafts master plans for Belgrade, determining zones of specific usage, infrastructure, and more. In the coming years this plan is supposed to serve as guardrail, guiding the development of the city along a planned path.

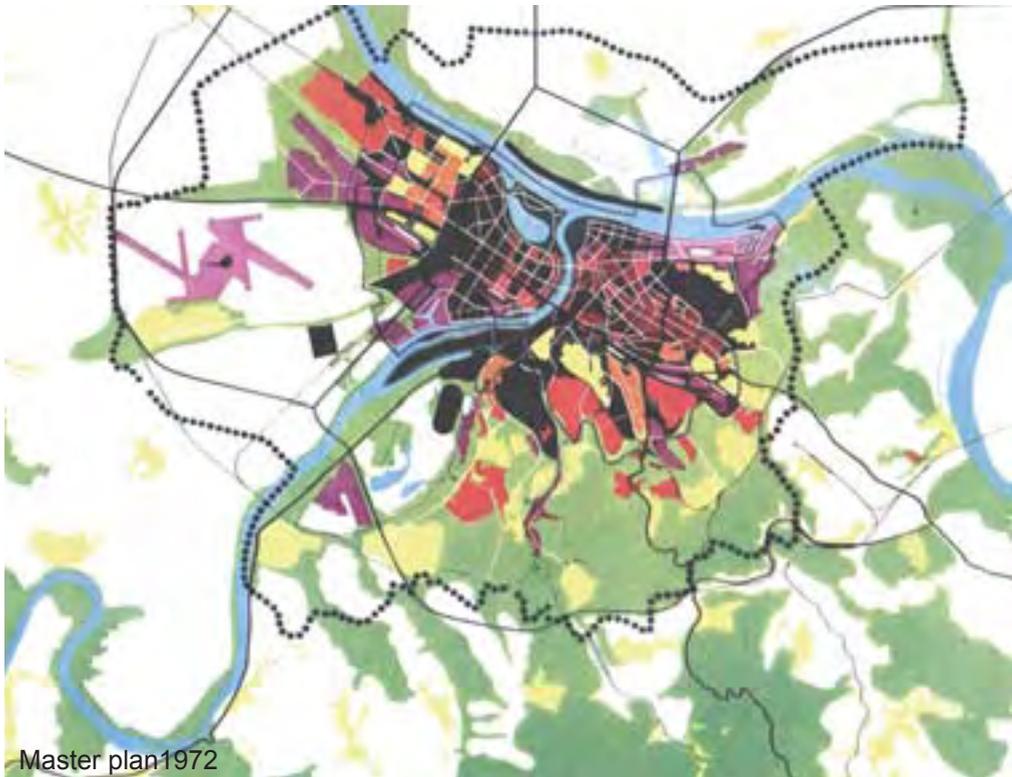
Detailed regulatory plans can impact, in depth, the present situation of the city by regulating volumes and special requirements. The disadvantages of such plans are the rapid transformations, which result from the variable demands of city agencies and views of participants in the process.



Master plan (functional zones) 2003 - 2021



Master plan 1950



Master plan 1972

Protagonists **Energoprojekt**

Through agile tactics, the most powerful of Serbian construction firms outlasts the political change and remains influential at all times.

Energoprojekt was founded in 1951. Predominantly after its nationalization in 1968, the construction firm began to develop into the largest Serbian consulting and general planning firm, under the auspices of the ministry of defense. Due to Tito's strong international engagement, further lucrative, large contracts could be acquired abroad. Its successful market position with the international competition has aided the company to survive the hard times of communism. Even after its privatization in 1991 and entrance into the stock market in 2001, Energoprojekt has remained a very influential player in the development of New Belgrade's center. Its stock market capital amounted to 637, in addition to its order volume of 238 million Dollars in the year 2005. The firm has 3284 employees, approximately half of them university graduates. Energoprojekt succeeds time and again to profit from political situations.





Worldwide activities



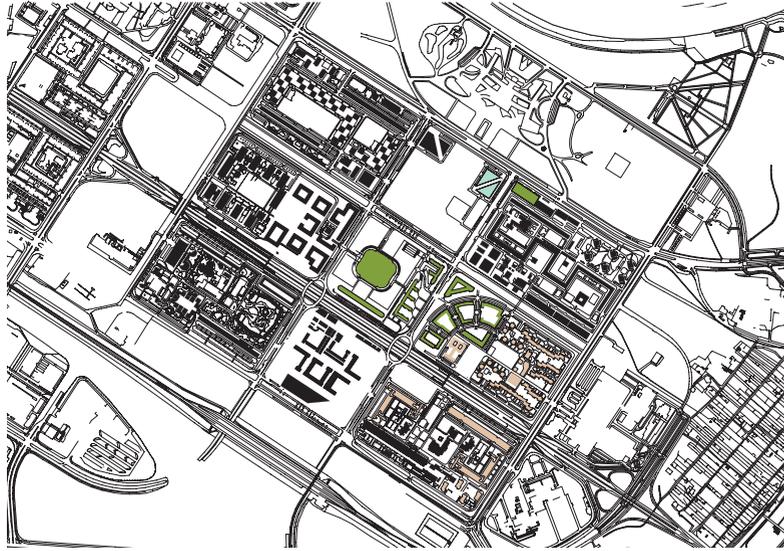
Projects in the Center of New Belgrade

Protagonists **Napred**

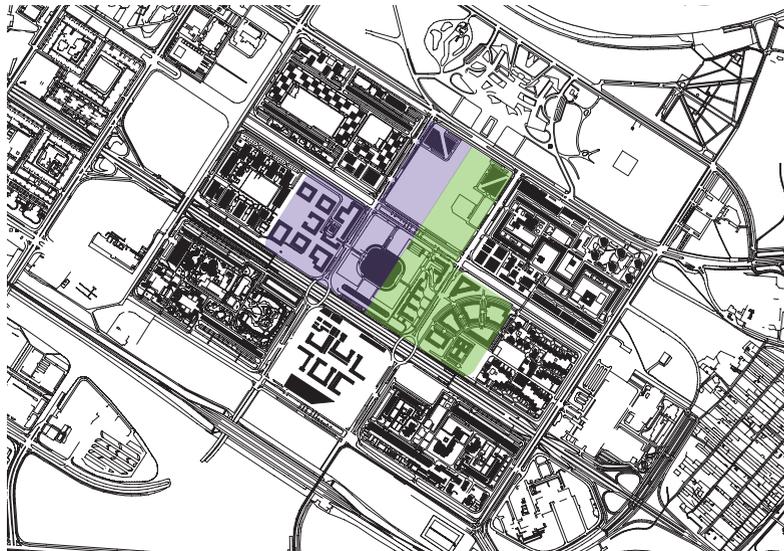
The history of this construction company resembles that of Energoprojekt. The two competitors know how to handle themselves within the center of New Belgrade.

Founded in 1948, Napred was, like Energoprojekt, nationalized in 1968 and put under the control of the defense ministry. Napred thereby gained residential construction projects for military personnel and influential government officials in the newly opened New Belgrade of the 1960s and 1970s. The construction firm's privatization took place only in 1998, at that time it also positioned itself on the stock market of Belgrade.





Activities of Napred in the center of New Belgrade.



Schema: In 1991 an agreement is reached with the State, regarding the equal distribution of remaining, vacant lots in the center of New Belgrade, The violet section was given to Energoprojekt, the remaining areas to Napred.

Protagonists **ENJUB**

The association of ENergoproject und JUgoBanca is based on motivations of mutual self-interest. The economic potential of New Belgrade center is recognized in a time of economic hardship and is to be optimized.

Along with the privatization process of state companies, the planning firm ENJUB is founded in 1990. A lobby is thereby created with the objective to influence the development of the local planning and building activities. This conglomerate realizes various projects in New Belgrade.



During the time of war in Yugoslavia and the Gulf War of Iraq, national and international investments dwindle to a minimum. At this time, ENJUB recognizes the economic potential of New Belgrade's center, as one, which is not equally present in any other European city. The site between the Danube and Sava, Zemun and Old Belgrade, is ideal and possesses excellent infrastructure. However, an unhappy past, borne with great patience, inadequate planning, and socialistic euphemism hinders successful development. ENJUB believes that with quality, efficiency, economic acumen, competitiveness and private initiative it would be possible to exploit the potential of New Belgrade's Center.

ENJUB D.O.O.
PROMET NEKRETNINA



ENJUB Ltd.
REAL ESTATE

ENJUB

BUSINESS
CLUB

PETAR PETROVIĆ

DIREKTOR

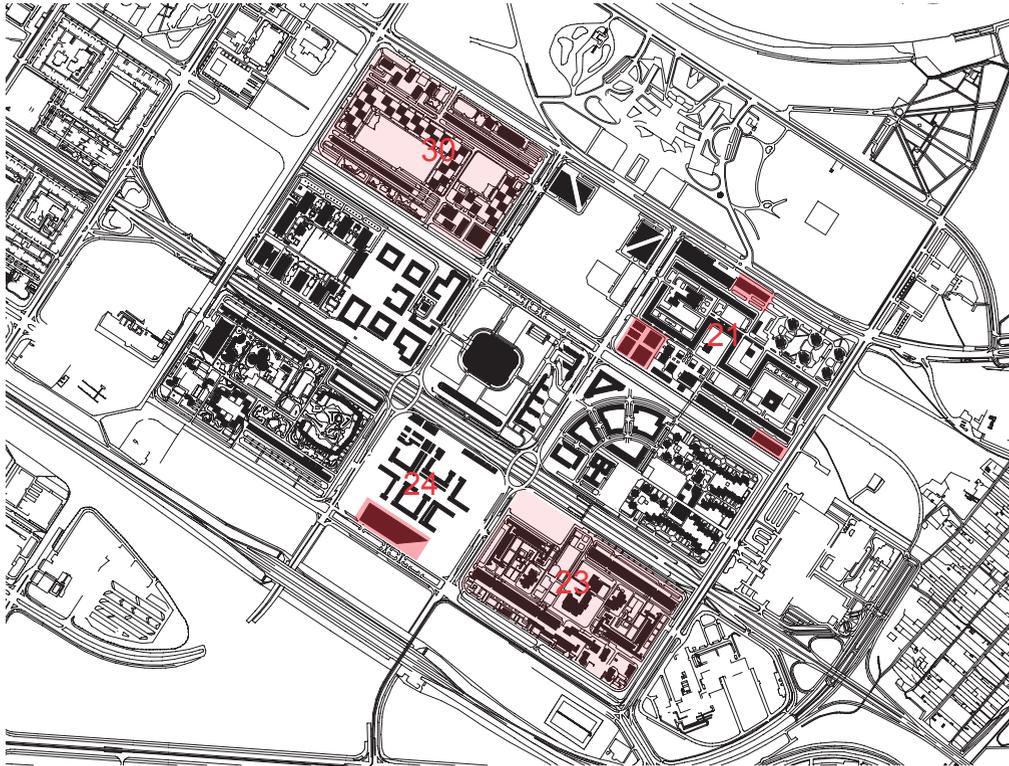
Broj kartice

ing. Djordje Skocajic

Protagonists **Imel**

The dictator grants land to the conglomerate, in order to force the development.

Since 1981, the Imel group has worked in the field of counsel, design, construction, development, and trade on a national and international basis. In 1992 Imel received land from Milosevic on Block 21 to develop projects that could be rented to international investors.



At the moment Imel is constructing on Block 21 south

Thus, Imel rapidly became a major player in the development of New Belgrade's center. Aside from the projects on Block 21, the firm also generated a supermarket on Block 23 and has examined Blocks 23 and 30.



2006 finalized business and residential building on Block 21



New forces affect the course of events in New Belgrade Center. GTC is one of the first international investors to learn the rules of the Serbian market. Foreign firms suffer from the dominance of the local firms.

The Israeli investment group Kardan founded Globe Trade Center (GTC) in 1994, in Poland, and has since become one of the biggest international investment and planning companies in Central and Eastern Europe.

The firm is estimated at 1 billion US Dollars. With partner firms, GTC has planned to invest, until 2008, 600 Million US Dollars in mega projects within six different countries. Aside from the Israeli investors Meshulam Levinstein and Ashtrom, GTC is the first foreign investor interested in this sector of the Serbian market 2001.



With Ines Radovic, Marketing & Business Development Manager bei GTC, we had spoken about investment in Belgrade.

In the attempt to buy the building rights to the parcel on Block 67, we had our first negative experience. In spite of the fact that our team possesses excellent knowledge of Serbian affairs, we underestimated the degree of corruption and the aggressive business practices of other large investors fighting over the market. To obtain the rights to a building lot, we invest a great deal of time and money in the preparation of our proposal. Using the same strategy as in Block 30, we felt certain of our approach, however, the plot was given to Delta Holdings, a financially strong firm, for a minimally higher price. There must have been an information leak.



Block 67, Olympic Village project by Delta Holding

It is hard and risky to hold one's ground in the development of New Belgrade Center alongside big, local general-planners like Napred and Energoprojekt, even as an internationally successful company. Foreign investments in this area are limited to small projects; many investors prefer the less sought after lots.

For legal reasons, the Israeli investment company Ashtrom and Levinstein, which started with the same agenda as GTC on the Serbian market in New Belgrade Center, had to enter a partnership with a Serbian arms dealer in order to obtain their desired lot. This association was detrimental to the company's reputation and hampered the search for renters.

Unlike other free lots in the center of New Belgrade, precise building codes for the usage, positioning, and volume of the GTC houses were predetermined on Block 30.

Protagonists **SIEPA and FIC**

The state owned SIEPA and the private FIC help foreign investors orient themselves in Serbia and support their efforts.

In spite of tremendous potential and promising resources, the Serbian market presents many risks to foreign investors due to its opacity, stemming from an unstable political and economic history. In association with the foreign investment council FIC, SIEPA advocates attractive investment conditions, such as clear and economy friendly laws. By these means, it is easier to keep speculation and corruption in check.

The Serbia Investment and Export Promotion Agency (SIEPA) supports foreign firms in market analysis, the ambiguous approval process, license and permits, location search and the advertisement of bids. Thus a most efficient and extensive consulting service can be provided.

Gvapo Tripinovic, FDI advisor to SIEPA answered our questions:

At the moment, I am guiding a Greek investor in the entire planning and construction process. We provide advise in the search for the suitable lots, and use our experience and connections, to prevent the financial risks arising from land speculation by working directly with the state agency of property rights, who act as broker for building lots. By lending the assistance of our own lawyers and experts we expedite formalities in the approval process.

We facilitate the contact with local planning firms in the technical preparation of project proposals and offer an overview of other local firms, which might be useful throughout the entire construction process.





Mitglieder des FIC 2006

Protagonists **Real Estate**

The big firms play monopoly with the real estate of New Belgrade's Center. This leads to great price fluctuation on the rent and buyer market.

Nenad Arsenovic is a real estate agent in Belgrade, who is familiar with the background of the fast-pasted price fluctuation with the new center, where disparity between rich and poor increases continually.

Money makes the world go round, especially in Serbia.

Most apartments are sold at horrendous prices, not rented, because most young, well-paid executives want to live in proximity of the new business center.



Few foreign investors presently count on the Serbian market. A stability of at least 5 years must be achieved. We would do better as a member of the EU community. The situation has not improved yet: there is still too much talk of corruption. The Serbian republic is still maturing.



The green spaces of New Belgrade remain clear of buildings, because there is still enough fallow land around the center. Anyway, developers usually look for bigger, reasonably priced lots.

The proposed law of 2000 mandates, that construction must begin within two years of the reception of a land use contract, and must be completed at the latest within two years. This measure is to prevent land (land rights) speculation.

Protagonists



Astonishing price differences side by side



1800€

Protagonists **Architects**

Architects, in particular those building in New Belgrade, have had to succumb to many different interests. They function in service of the 'total planners'.

Vladimir Slavica, who worked at Energoprojekt for many years, is now independent. In addition to the living quarters on Block 24, he designed the Beogradska Arena, sports facilities in Russia, and worked on the reconstruction of Eastern Serbia after the Danube floods.

The competition for Blocks 22, 25, and 29, was won by a team of architects under the leadership of Marjana Strugar. I led the team for Block 25.

There was also a competition for Block 24, which I won while working for Energoprojekt. Today I can work as independent architect, but as before, money still plays an important role.



The office, here in the Arena is located here in anticipation of the Arena's completion. The construction phase began in 1992 and is still ongoing. The evolutionary history of this building is long and has undergone many modifications.

Natasha Milojevic has been the chief architect at Napred for the past four years. She heads the project of Block 26. She has no answers to our questions directed towards economic factors, as she has only recently become involved in such areas and is not authorized to give out such information. She referred us to her chief, who, unfortunately, was too busy.



One half of the building is already sold to an insurance company, which wants to rent offices. However, it would be better ask our financial department.

Volume and spatial program, including the arrangement in the interior spaces, were given. I design the details.

The town wants dark façade cladding. This is not a problem for me, so long as it does not increase costs.

The mirrored glass is supposed to signal an office building. Unfortunately rich owners use this material on their residential buildings as well.

Protagonists



In 2005 Vladimir Slavica independently constructed residential and business buildings on Block 21.



Projects

Buildings have evolutionary histories, which provide an insight into the time in which they were built. The center of New Belgrade is the focal point of varying participants with different interests. The possible influence of these interest groups, as well as the sequences of events is shown in the city building process. The chosen examples represent different systems of project coordination. They mark turning points in the development of the city.

Planning strategies

The Last Purely State's Action

Economic Catalyst: Sports Arena

Private Residential Construction

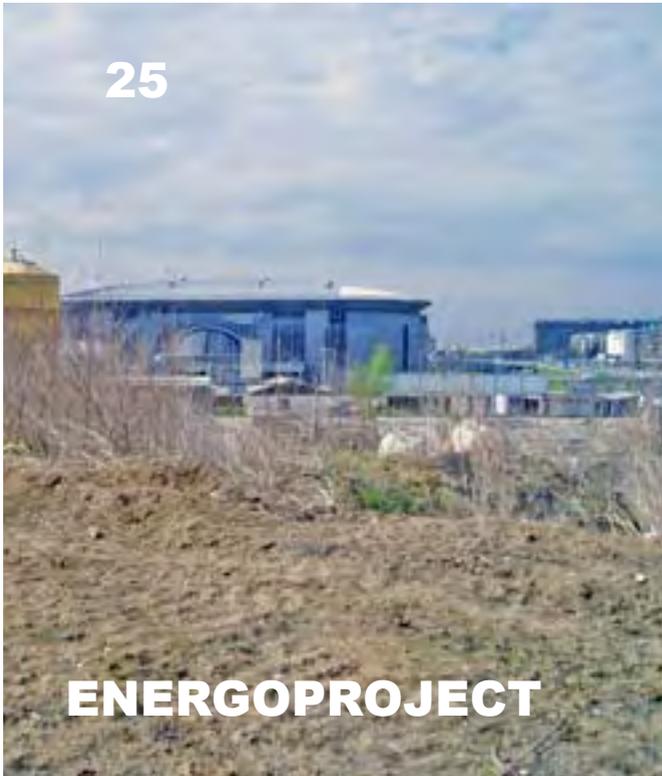
Small Partitions as Sales Argument

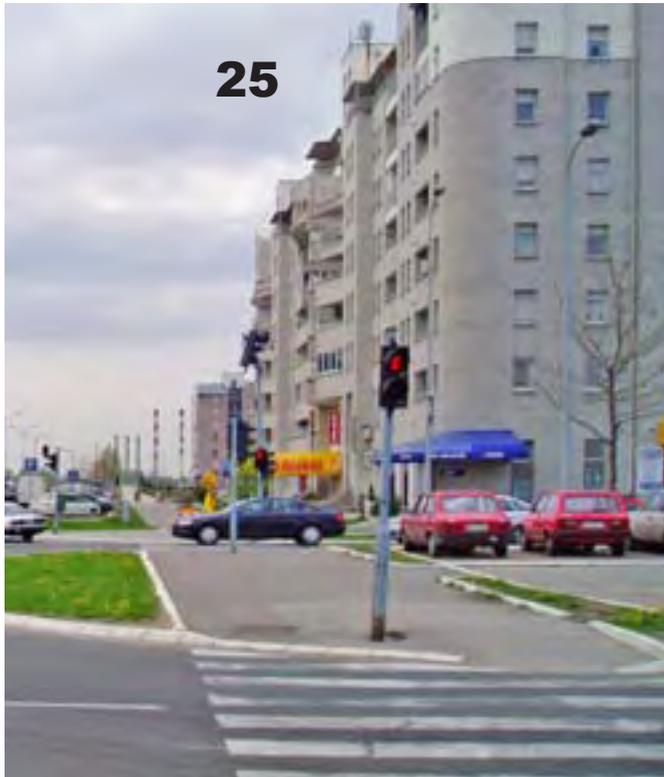
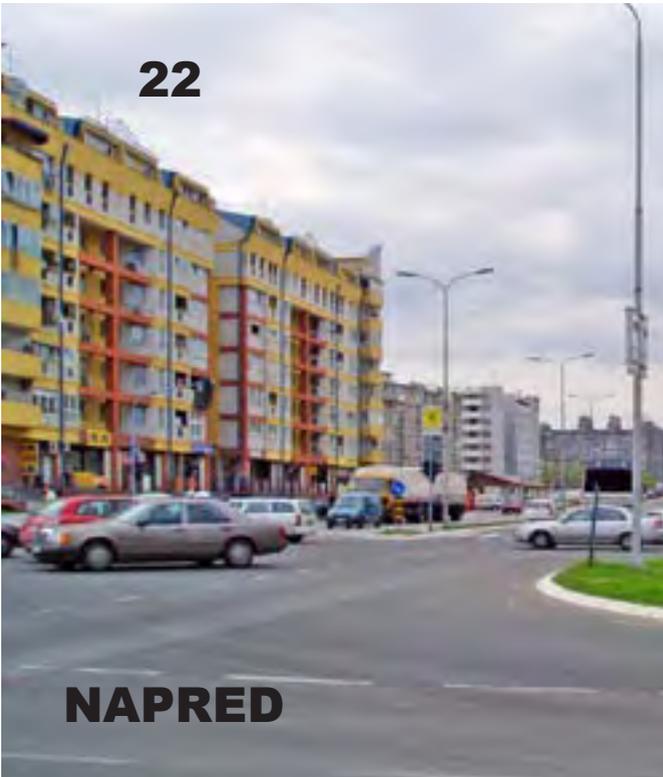
Israeli Stampede

Impatience and Insecurity in Planning



Projects

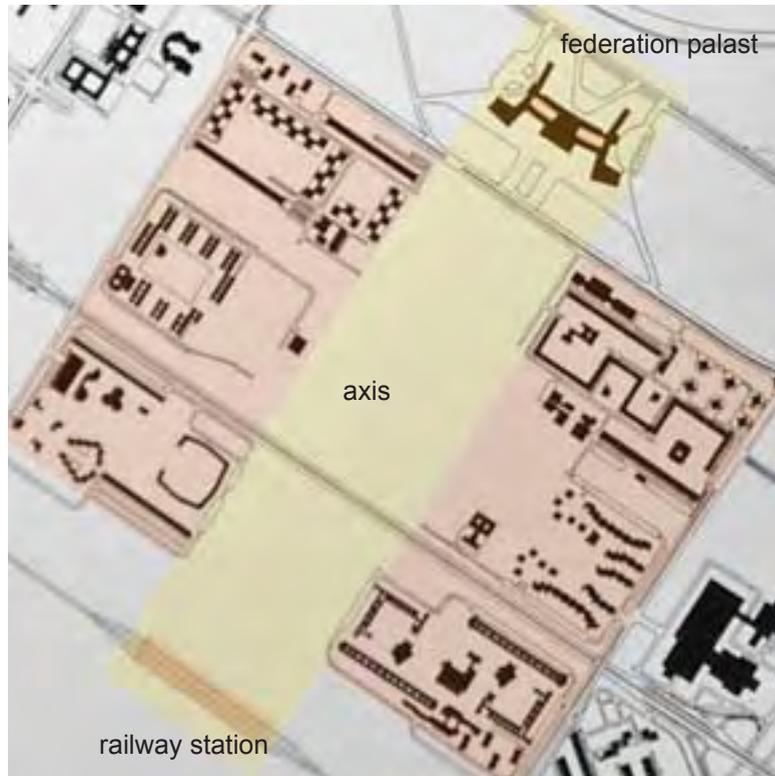




In 1985 a gathering of ideas took place, in form of an international competition. It was intended to achieve clarity for the further development of Tito's modern plan-city of New Belgrade.

In 1985, the city of Belgrade and its architects association began an international competition for the restructuring of New Belgrade's Center (in 1922 a competition had already taken place, concerning the general plan for Belgrade). The results were to help make the correct decisions concerning the future of the city. The first winning project, from Czechoslovakia, was by Jaroslav Kachlik who sought to harmonize the existing buildings of New Belgrade with the urban structures of Zemun. (above) The second, from Poland, was by Krzysztof Domaransky, Olgierd Dziekonski and Zbigniew Garbowski, with their romanticizing elements (below).

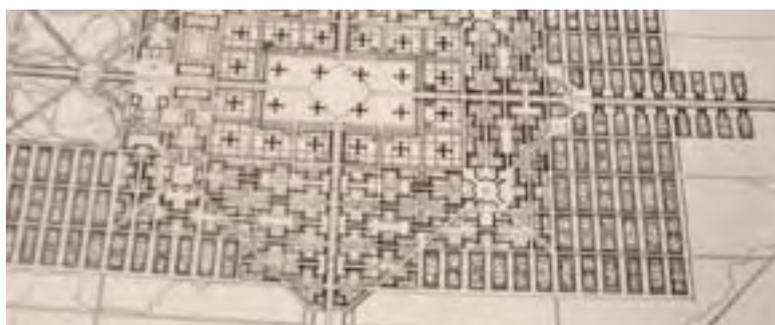




The idea of a central axis between the federation palace and the railway continues to have a great influence on the thought of planners in Belgrade today.



Le Corbusier's garden city served as a model for Tito's completed plan, in which only the position of residential buildings was set forth. The middle was planned as a green space with adjoining public buildings. This area has remained empty and continues to present a planning dilemma today.



Projects

The Last Purely Governmental Action

This last purely governmental action builds the self-critical turning point to the classical, socialist planning ideologies, which, since the first developments of New Belgrade's center, have been followed carefully by the state.

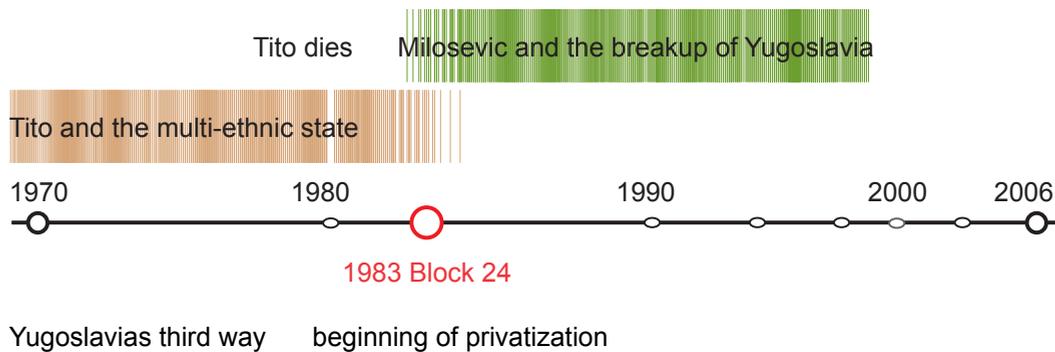
Although all built structures, land, and businesses are still under governmental ownership, the competition design project of 'Energoprojekt' for Block 24 demonstrates whose interests are pursued in this socialist network.

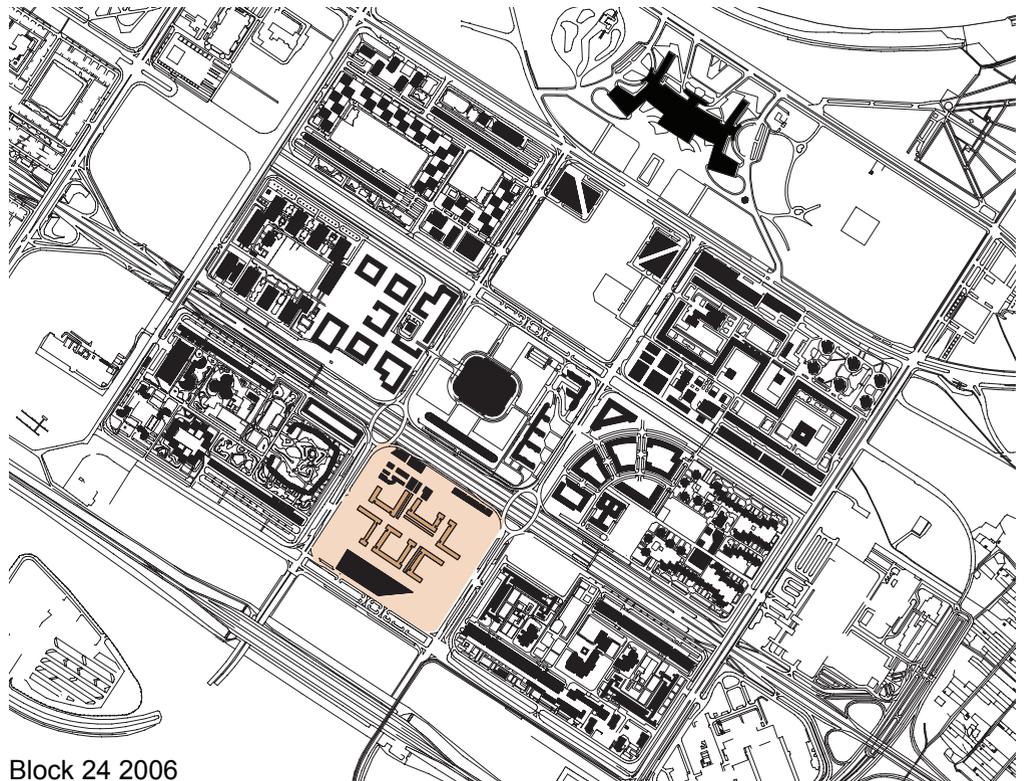
The state structures, with their clear, hierarchical division of power, are hard pressed by their own, financially strong companies.

Projects

Block 24 – Residential Construction for Military Employees

Contractor	Defense Department
Impetus	Public competition 1983
Function	Residential Construction for Military Employees
Winner	Vlado Slavica Energoprojekt
Construction	Energoprojekt 1987
Capacity	626 residential units on 46'800 m2





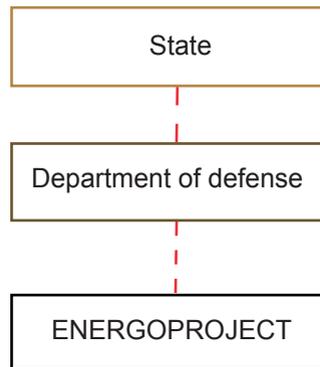
Block 24 2006

Collapse of the Economic-Political Construct

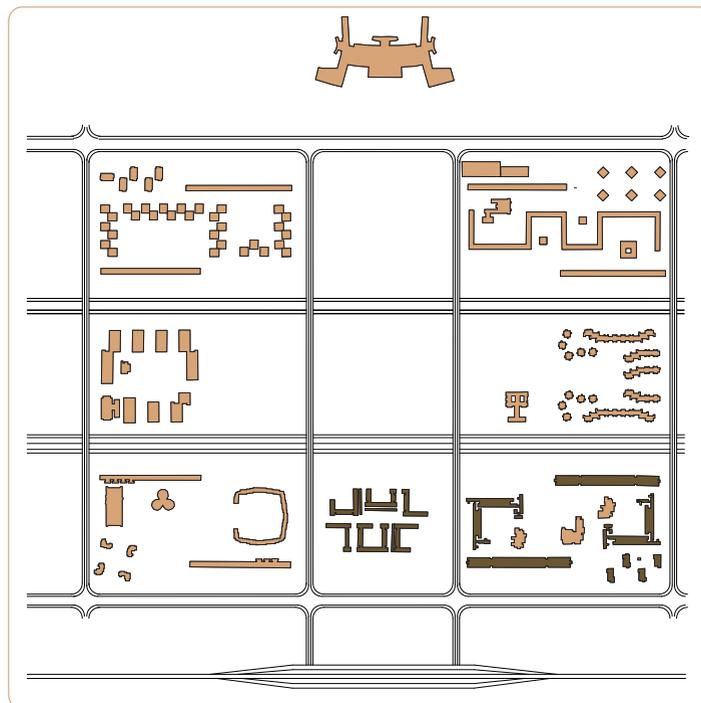
Energoprojekt, as the largest nationalized building company and local contractor of Yugoslavia asserts itself against the state in urban design decisions.



Socialistic placing of orders



Yet the dwelling and land rights belong to the state
1987



The State Negates its own Urban Planning

The interests of Energoprojekt prevail over the carefully constructed objectives of socialist planning.

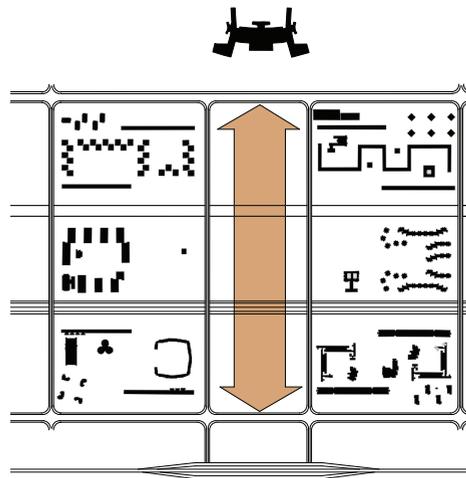
The classical, communist urban plan no longer meets the needs and complexity of a modern, capitalist society. The strict vision of a central axis, between the governmental buildings and the railway station has to give way to new planning strategies.

Blocks 23, 24 and 28 are too strongly divided from the rest of the area through the high traffic levels of Corridor X. This no longer fulfills the ideology of unification and demands a new organization.

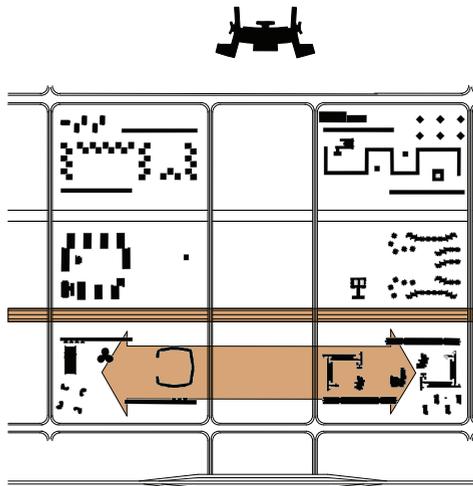
The later realized competition proposal, by the Energoprojekt for block 24, at the time still under national control, planned to create a connection between the isolated blocks 24 and 29. The critical attitude of architects towards the socialist urban planning strategies is expressed through the intentional placement of smaller volumes and the orientation of structures perpendicular to the golden axis.



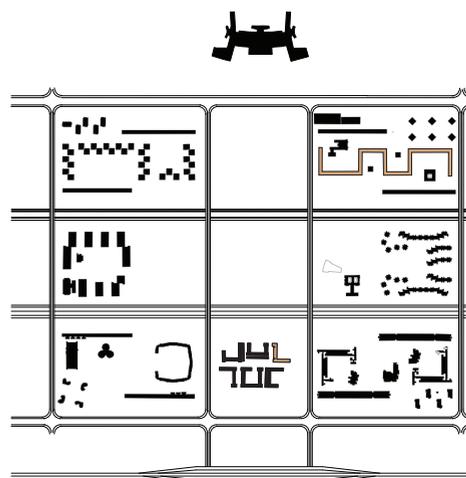
1975, the golden axis



1983, Corridor X



1987, scale transfer



Projects





Projects

Economic Catalyst: Sports Arena

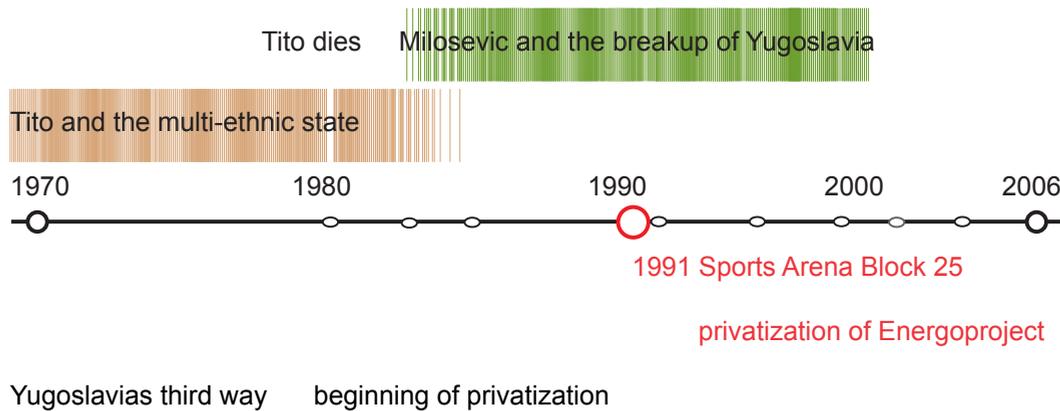
The first economically driven project was realized in 1991 by the unexpected placement of a sports arena on block 25, a plan originating from the once again victorious competition design of Energoprojekt.

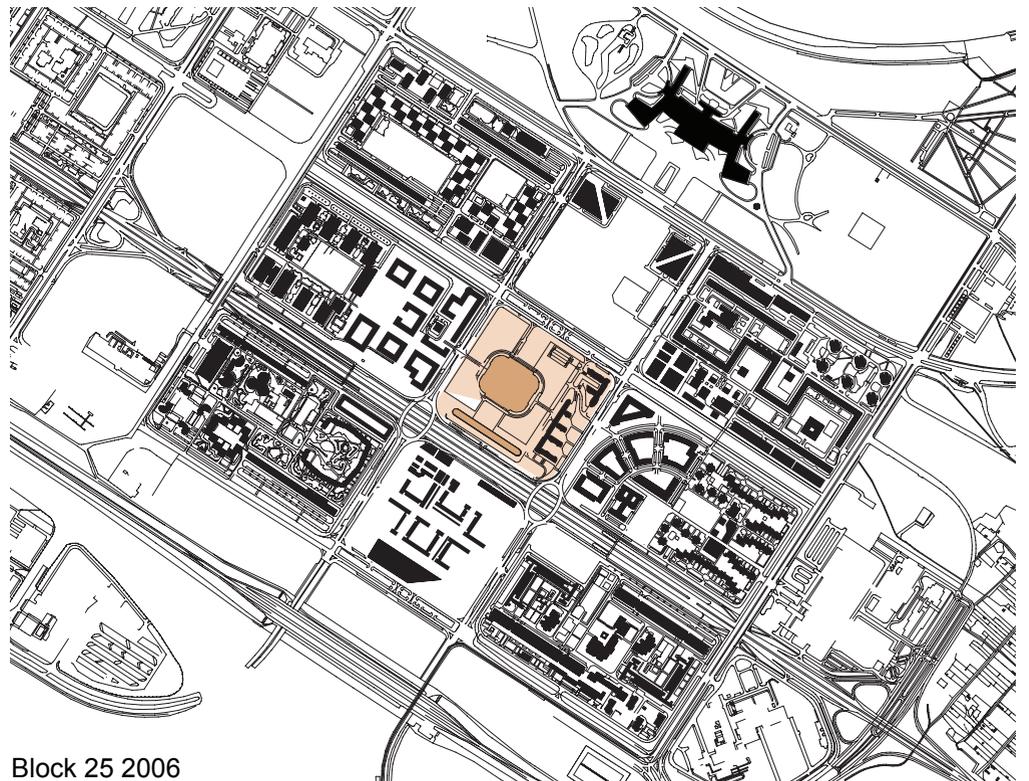
Under the caveat of community service, or serving the common needs of the population, the sports arena acts primarily as an economic catalyst for the surrounding, vacant parcels, which are later distributed to Energoprojekt, Napred, and Imel Group.

Projects

Block 25 Sports Arena

Contractor	State
Impetus	Public competition 1991
Function	Public facility
Winner	Vlado Slavica Energoprojekt
Construction	Energoprojekt and Napred 1993-
Completion	planned for 2006
Capacity	18'000 Plätze auf 47'500 m2





Block 25 2006

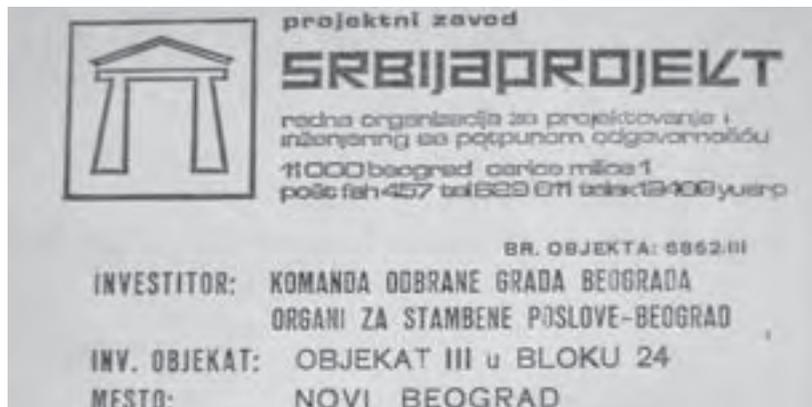
Projects

Privatization under New Political Leadership

The network, originating from socialist times, between Energoprojekt and the JugoBanka, leads, in the year 1991, to the establishment of the finance and consultant firm ENJUB.

This firm seeks out strategically attractive locations for lucrative projects. Possessing the necessary financial and political means to influence the development of Belgrade according to their interests, they stand their ground against an already weakened state.

Serbijaprojekt becomes Energoprojekt.

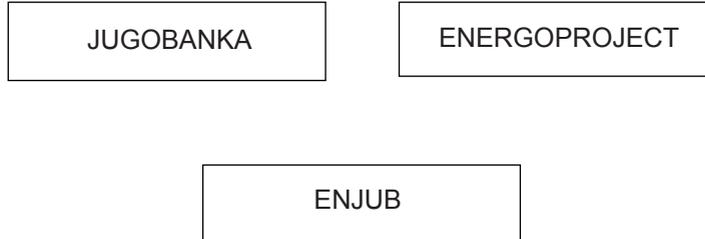


During the Milosevic times, Dr. Dejan Kovacevic was both the CEO of Energoprojekt and the head of the Building Ministry.

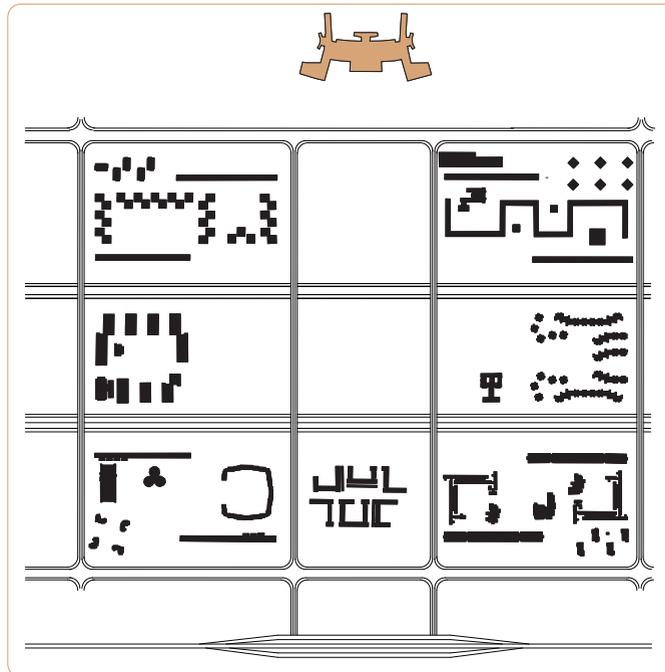


The Jugobanka is strong on Belgrade's real estate market.

Private projects are funded by public monies.



The State can just safe its estate



Projects

Energoproject's Catalyst at the Cost of the State

Under the pretense of meeting public demand, the financial interests of the future, private owners of neighboring parcels are pursued.

After the economic potential of the area is recognized, a public competition in 1991 seeks proposals for a sensible treatment of the remaining open space. In particular, the competition concerns divergent functions and compact development, which seem inescapable in further expansions.

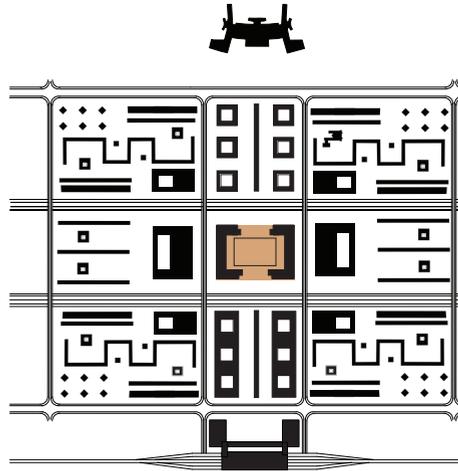
A further condition is the proposal of usable infrastructure in the central block 25.

With their competition project, Energoproject, as owner of half of the vacant parcels, decides, contrary to all expectations, to locate the new sports arena on block 25.

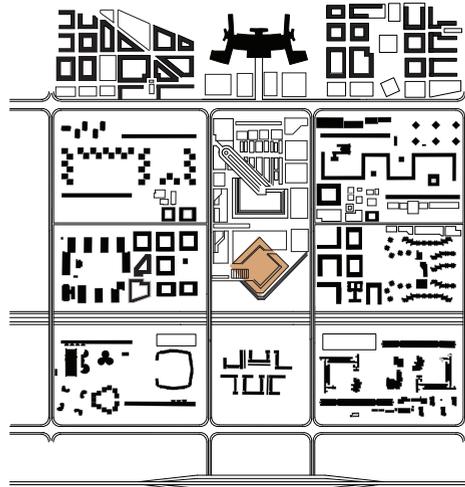


1985 study of the urban planning department for a new master plan

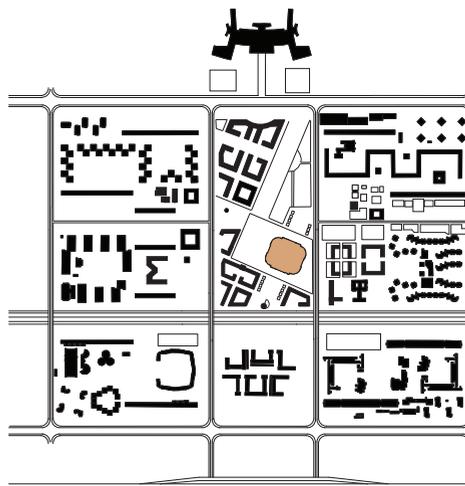
1959



1985



1991



Projects

Private Residential Construction

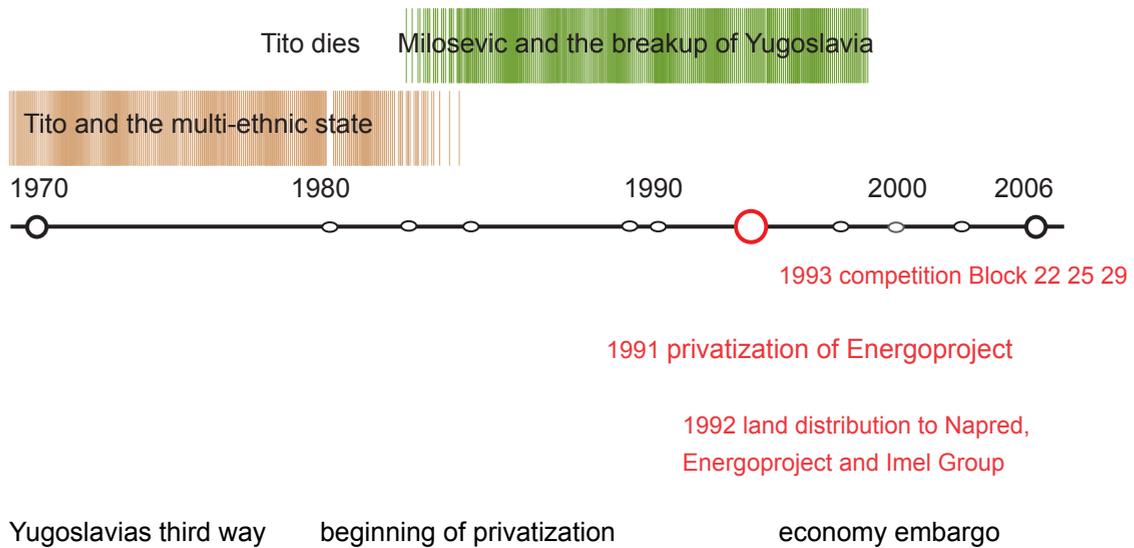
The wave of privatization by financially strong businesses in the country brought with it an increased interest in the economic potential of New Belgrade's center, and also led to the largest buildings phase since the collapse of Yugoslavia.

After the privatization of Energoprojekt and the simultaneous establishment of the consultant firm ENJUB with the JugoBanka in the year 1992, the remaining vacant lots in New Belgrade Center are distributed among the local firms Energoprojekt, Napred, and Imel Group, with government approval.

Projects

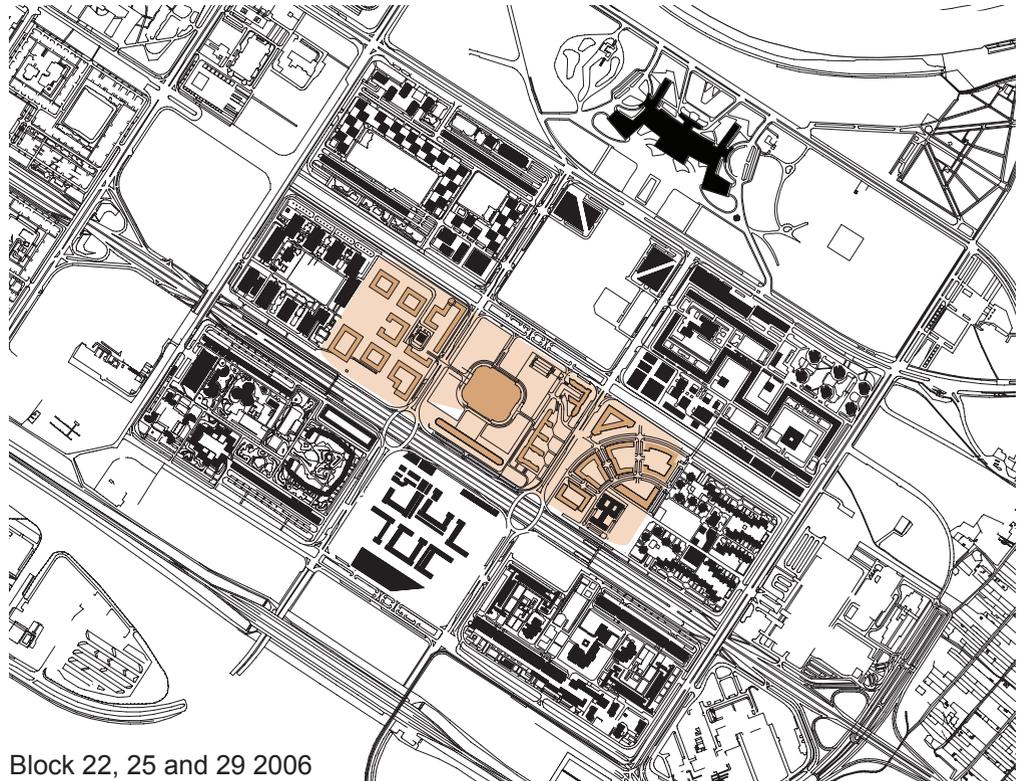
Block 22 25 29 Arena, Living, Business

Contractor	State
Impetus	1993, public competition
Function	Living, eating, recreation
Winner	M. Strugar, V. Slavica Energoprojekt Arch.
Construction	from 1993 Block 25 Napred / Energoprojekt from 2004 Block 29 Energoprojekt from 2003 Block 22 Napred
Completion	variable





Block 22



Block 22, 25 and 29 2006

4 Rooms for 20 Euro

With the land use accord, after the plunder of the states treasury, and with the begin of the hyper-inflation, the last lucrative commodities are distributed to Milosevic's favorites.

In 1991, the Milosevic regime distributes land use rights for the vacant plots in the center of New Bgrade, to the three local construction firms Energoprojekt, Napred, and Imel. Due to the positive reception of this action, the building contracts emerging from the competition design of 1993 are also distributed along the same conditions.

Since the distribution of land use rights occurred before the competition, the future buildings cannot, with certainty, be attributed to the individual firms, whereupon Energoprojekt and Napred agree to construct the prestigious Arena together.

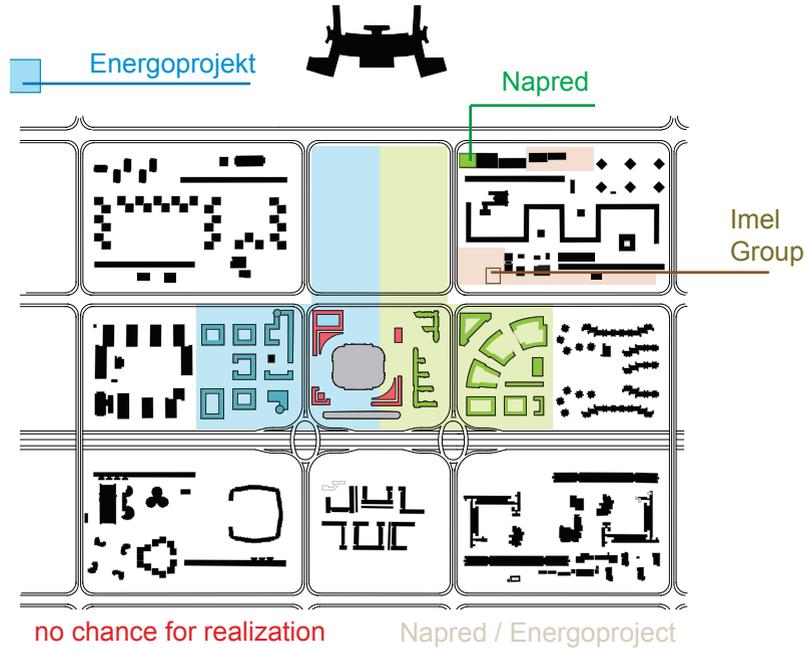
Objects with uncertain profitability, on the collectively occupied Block 25 are not realized at all.

Due to the instable political and economic situation, the construction works are limited to the sports arena, which was to be completed for the basketball world championships. The other buildings are postponed until after 2000.

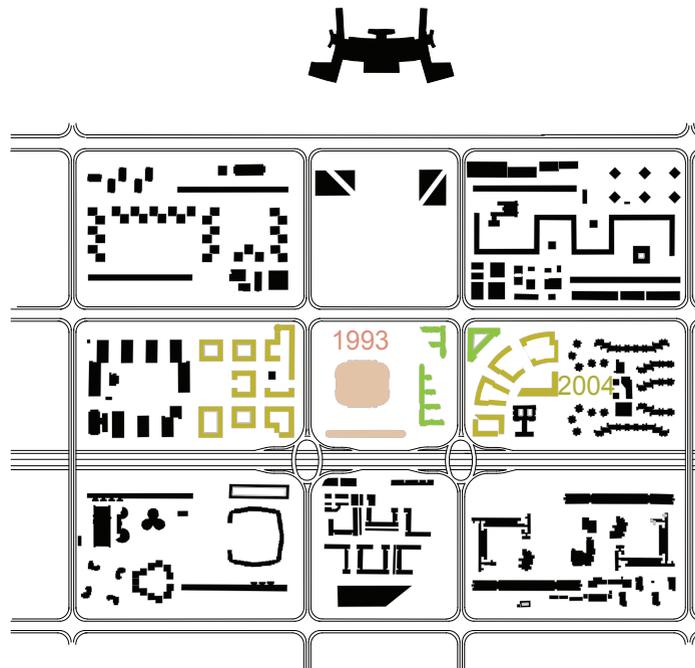
1993, unrealised buildings



Distributions of the landrights 1992/ headquarters of the protagonists/ commissions



Construction beginning of the winning projects from the competition in 1993



Vision Metro leaves its marks

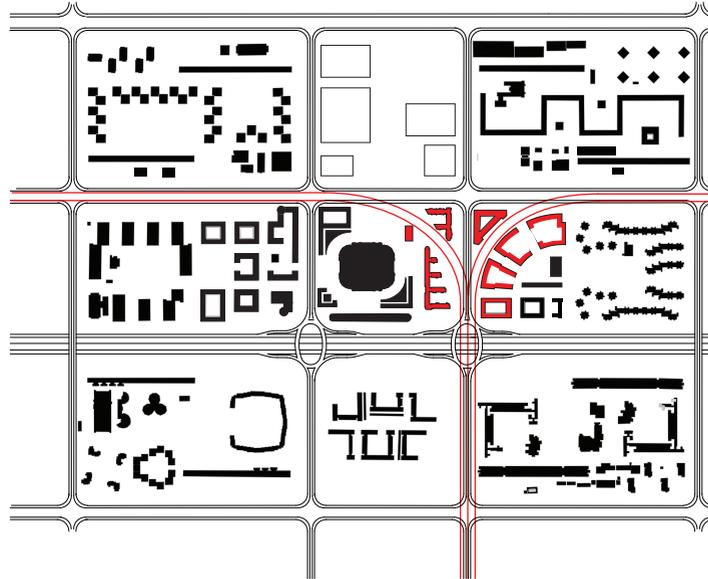
The planning suggestions made by the winning competition design of 1991 could no longer live up to the visions of the urban plan. Only the location of the sports arena remains unchanged. A further public competition is initiated, with the inclusion of the sports arena in its previously determined location, and the integration of Milosevic's new metro system for the Blocks 22, 25, and 29.

The team of architects from Energoprojekt Holding, which is privatized at the time, win the competition, once again. The execution, however, takes place only a few years later.

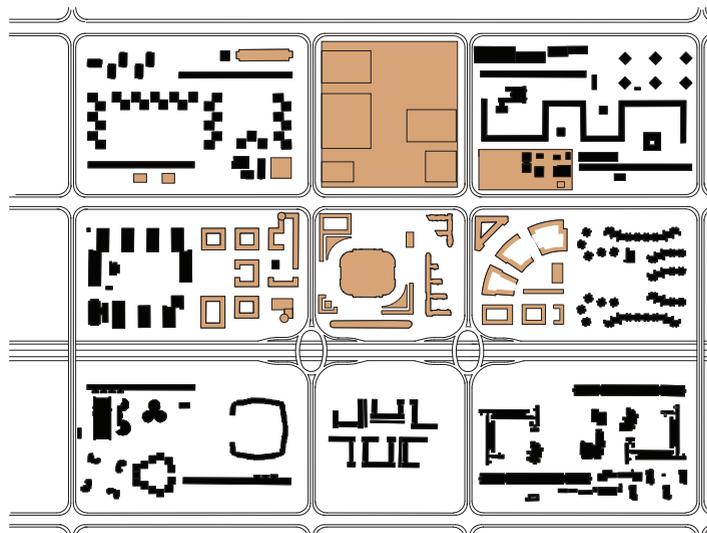
The metro-line was to be integrated, retroactively, in an open pit construction, as the ground water level at the center of New Belgrade is very high. This plan is the reason for the unusual volumes of residential buildings and the suddenly curving configuration of roadways.



Milosevic's vision for the Metro 1993



1993 winning competition project by Energoprojekt



Projects





Projects

Small Partitioning as Sales Pitch

Before the land division of 1992, the Imel Group, founded in 1981, was an inconspicuous construction firm, which had to content itself with small, local commissions.

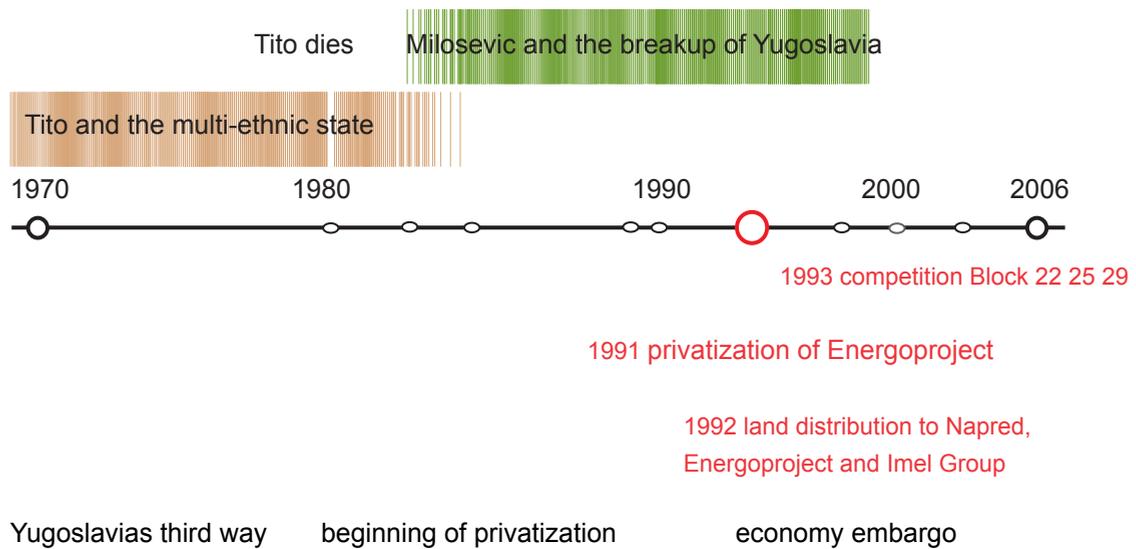
The good connections to Milosevic's regime and the fact that no exact regulations plan existed for the area, enabled the Imel group a great deal of freedom in the planning of profitable office and residential buildings on Block 21.

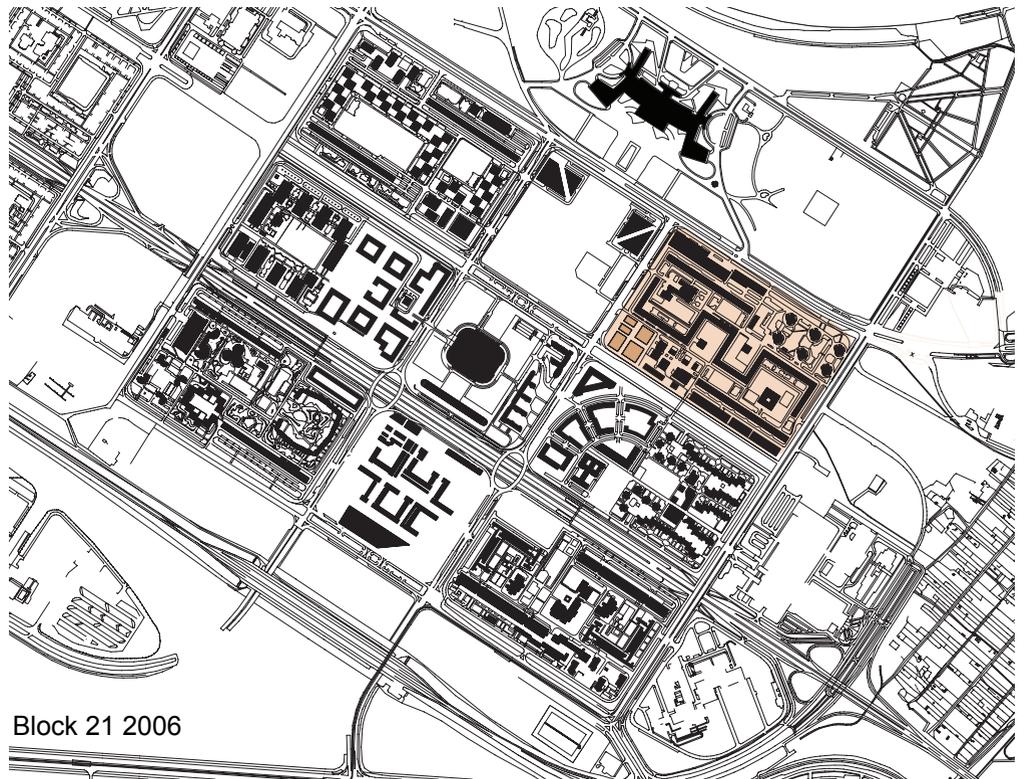
Under these circumstances, the Imel Group rapidly caught up to the large firms of Energoprojekt and Napred, generating other lucrative buildings in the center of New Belgrade.

Projects

Block 21 Imel Group, Office and Residential Construction

Contractor	Imel Group, Belgrade
Impetus	Gift of land rights by Milosevic in 1992
Function	Living, working
Construction	2004
Completion	2006





Block 21 2006

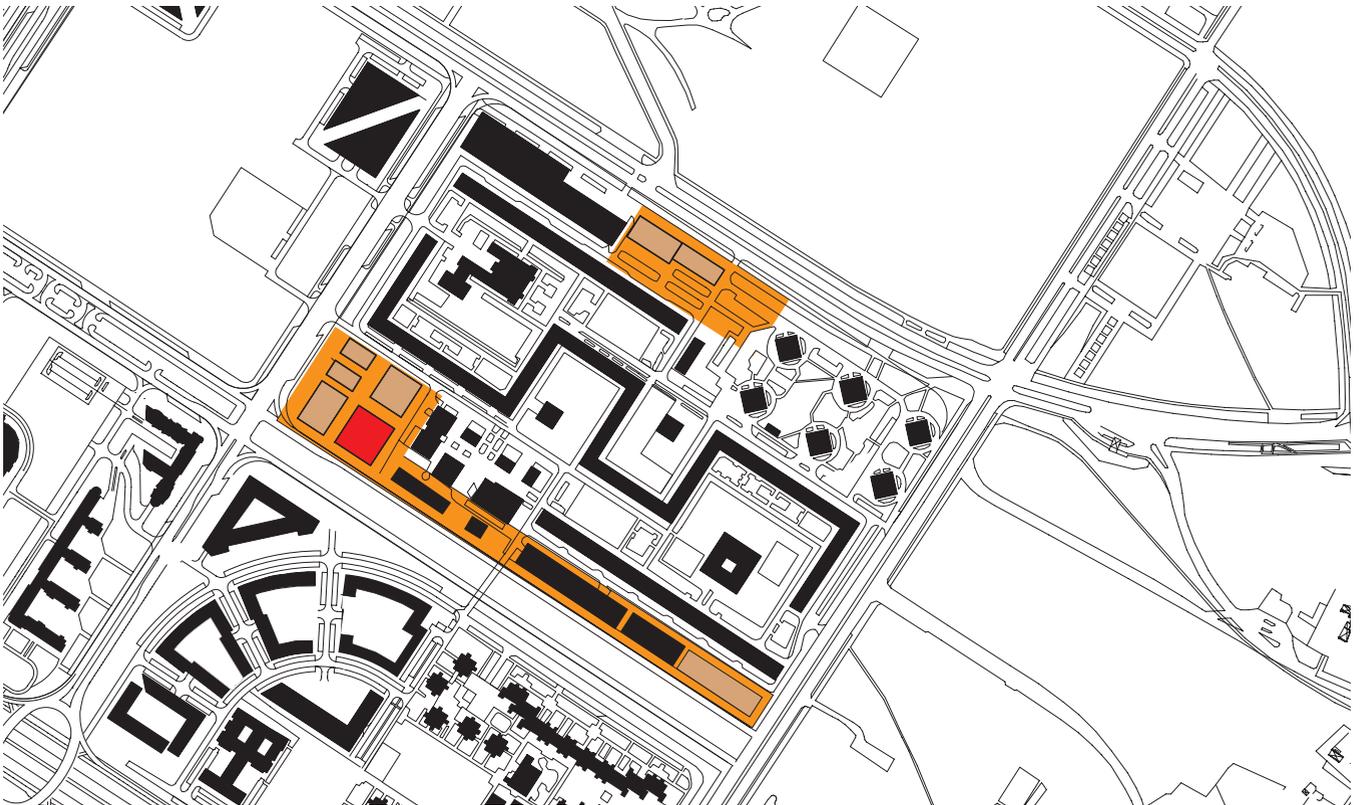
Land rights with special conditions

A small scale, partitioned structure is to overlay Tito's planned city and thereby increase the profitability of the center.

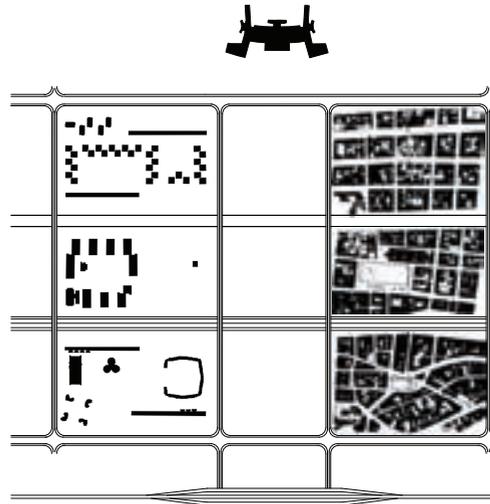
In 1992, the Milosevic government decides to distribute the land use rights of the remaining vacant lots to the two large construction firms Napred and Energoprojekt, and the, at that time, still inconspicuous Imel Group.

The precise planning and construction of commercial and residential building takes place primarily after the year 2000. Offices are rented out to international firms.

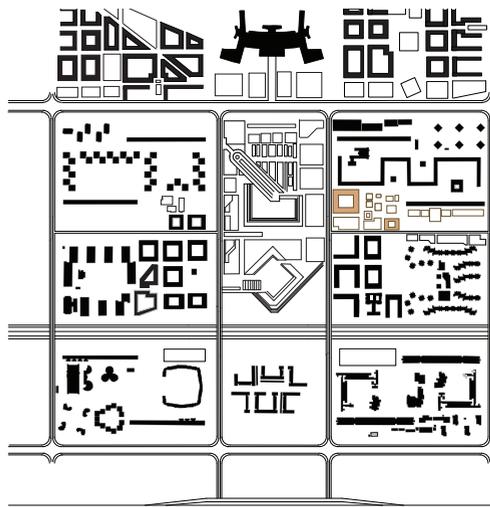
The land tenure conditions in Block 21 and projects of the IMEL group, beginning 1992.



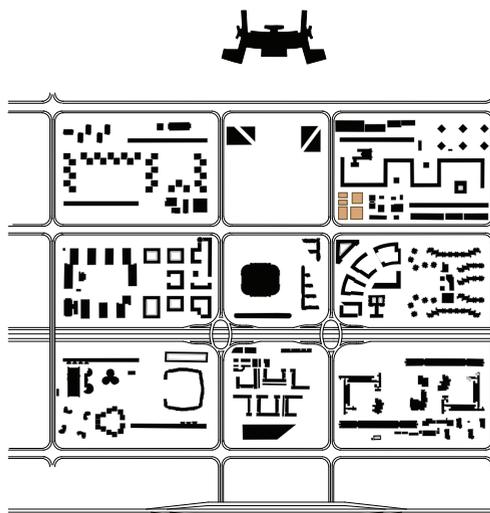
1983 study



1985 competition



2006



Projects

The Israeli Onslaught

Another turning point in the development of New Belgrade's center, results from the first foreign investors, which, from 2001, attempt to position themselves in the local market.

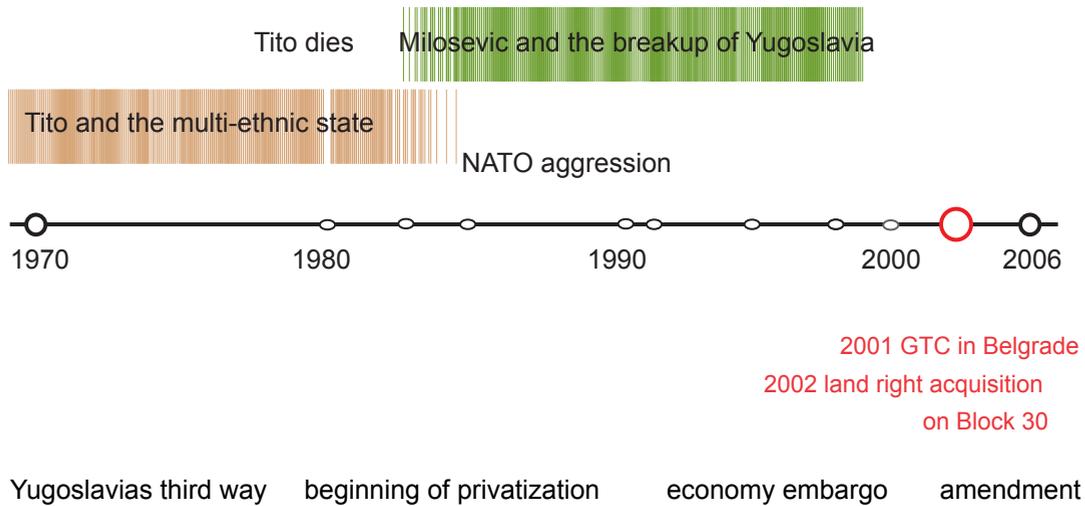
Foremost are the financially powerful firms such as GTC from the Kardan Group, and Ashtrom or the Mesholam & Levinstein from Israel, which are already successful in other Eastern European capitals.

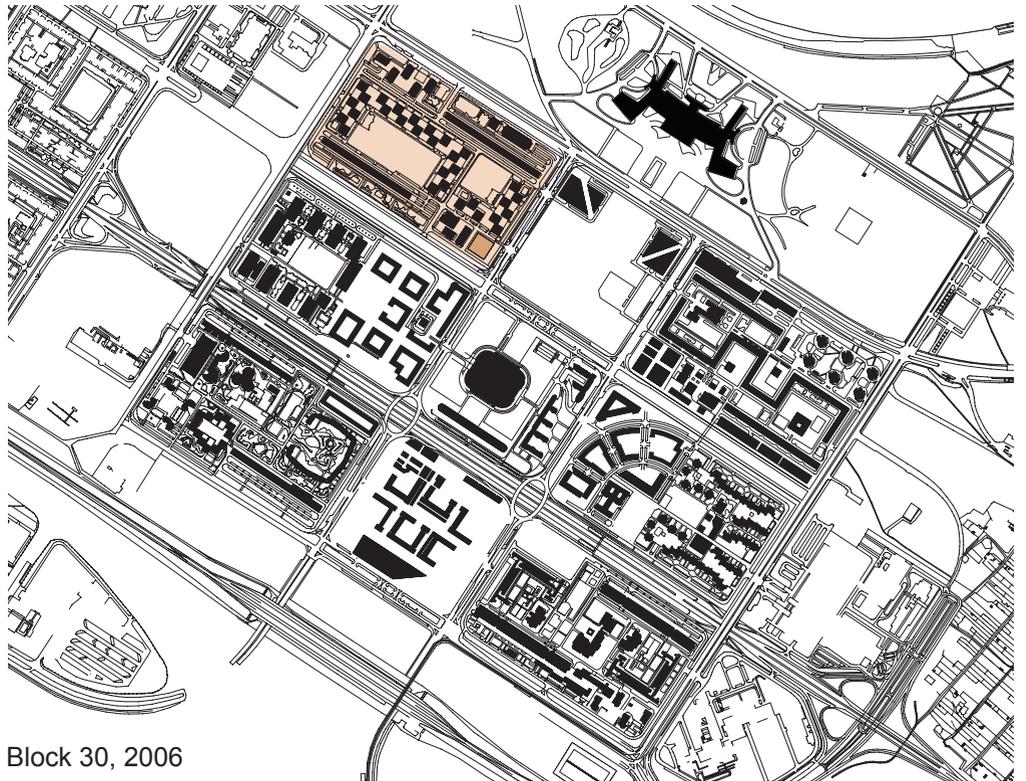
Next to the uncertainty and constant change in building law, the difficulty for foreign firms is the local dominance of Energoprojekt and Napred, against which they must constantly assert themselves. This is also the primary reason why many international investors abandon their involvement in the center of New Belgrade and orient themselves more towards the periphery of the city.

Projects

Block 30 GTC House, Offices for International Firms

Contractor	Globe Trade Center, Israel
Impetus	2002 Land grant by the State
Function	Offices
Construction	2004 Warbud, Belgrade
Completion	2006
Capacity	15'000 m2
Renters	Serbia HQ, Philipp Morris, International EBRD, Nestlé, Wrigley, Huawei Technology, L'Oreal, TMF Services, Oracle, Sanofi, Aventis, SAP





Block 30, 2006

New Building Laws and Regulation Plans

Next to the legal changes of 2000, almost all free land parcels are subject to the conditions of the new master plan.

In order to avoid additional financial risks through private land speculation, the GTC decides, in the year 2002, to obtain the vacant parcel on Block 30 directly from the agency of land development. The investor is immediately confronted with new changes to the building code and new deadlines imposed on planning and construction processes. Completion must occur within two years of the beginning of construction. The time between land acquisition and building completion, may not exceed four years, or the state may withdraw the right to land exploitation. Only few requirements concerning location, building volume, façade, and use are set forth by the regulation plan for newly acquired building parcels.





Distribution of Power and Withdrawal

Financially powerful, foreign investors sense the dominance of local firms and shift their activities to less contested locations.

The strong influence of the powerful construction firms Napred, Energoprojekt and Imel Group, as well as the limited number of vacant parcels in the center of New Belgrade are the reasons why even financially powerful, foreign investors abandon a central focus to plan projects within the periphery of Belgrade.

The law assures that foreign investors may only receive the sanction for the use and building right of a parcel when, in the home country of the applicant, the same conditions apply to Serbian single persons as to firms. Otherwise, foreign firms must enter partnerships with local businesses or bogus, underwrite firms in order to bypass legal requirements.



Airport City



Marina Dorcol



Park Apartement Block 19

Projects

Land acquisition after 2000

Maintaining two deadlines a year for projection.

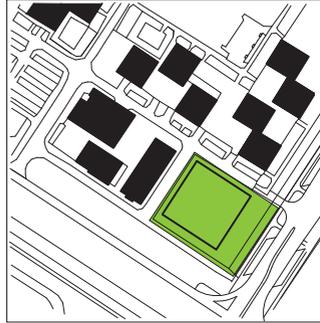
GTC House Block 30

land acquisition directly by the state 2002

new building law

available zoning plan

predefined volumes and functions



2002
buying/ planning

Land acquisition before 2000

The new deadlines aren't active yet, the functional right can't get lost.

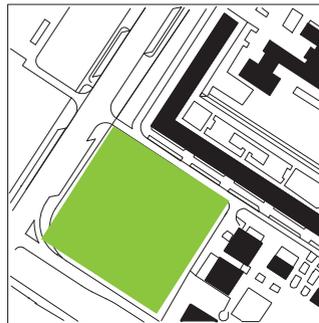
Imel Group Block 21

land given from Milosevic in 1991

No existing zoning plan

project proposal

fragmentation as a selling argument



1991
land development



1991
border distance, program as the only criteria

Privat Block 41

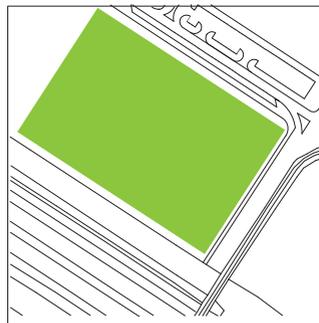
land acquisition before 2000

No existing zoning plan

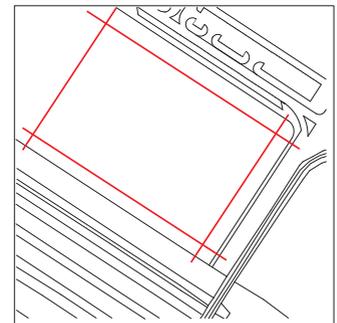
project proposal

no commission

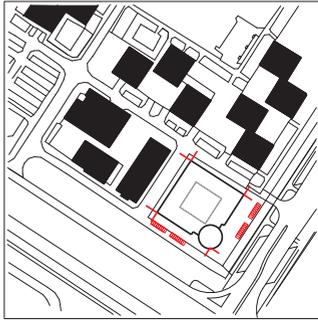
speculative interests for utilization rights



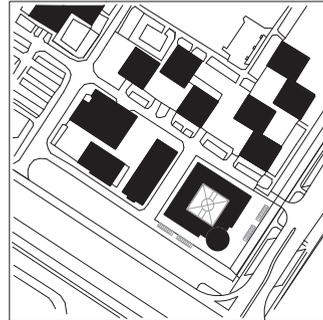
before 2000
buying land rights



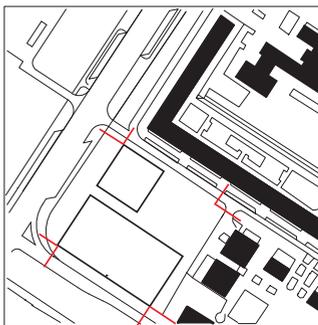
before 2000
border distance, program as the only criteria



2004
contracting



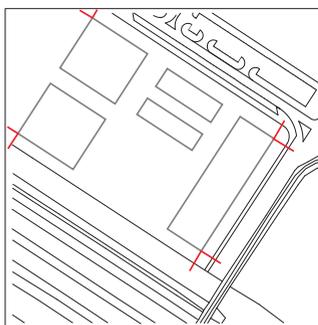
2006
renting



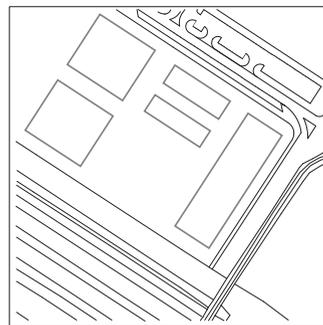
before 2000
planning without restrictions



2006
Constructing without restrictions
Selling



before 2000
planning without restrictions



2006
Maintaining without restrictions
Selling

Projects

Impatience and uncertain planning

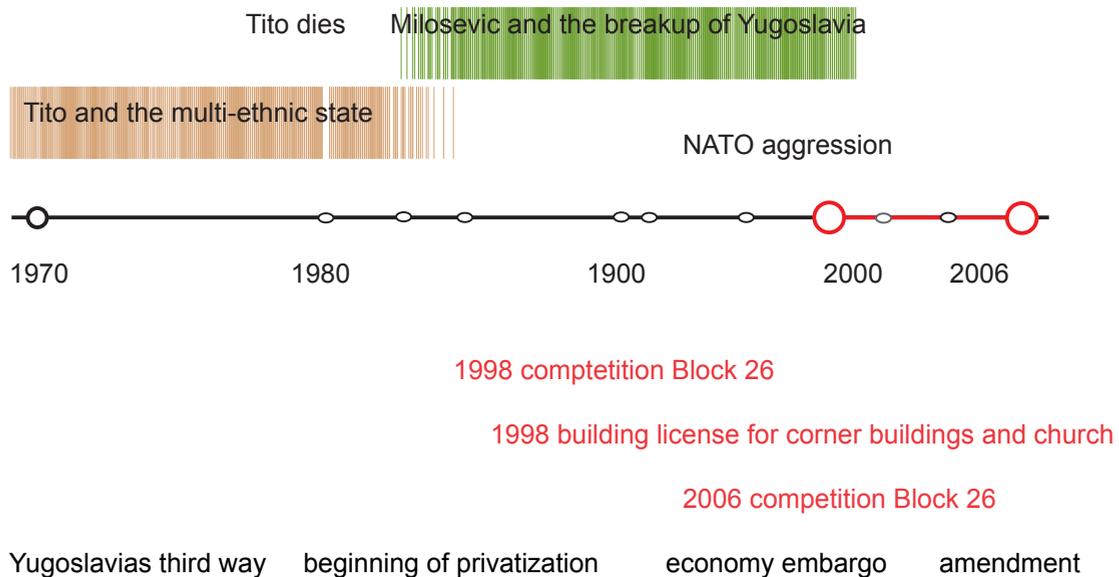
The last, large-scale alteration phase on the vacant block 26 includes all aspects of the un-regulated development of New Belgrade's center within the past 15 years. This phase is evidence to the problem of both satisfying all interests and the uncertainty of a renewed failure of the planning activities.

The carelessness of the city planning in this location is evidenced by the premature allocation of building permits for each individual object, and in the perplexity over the future function and use of the area.

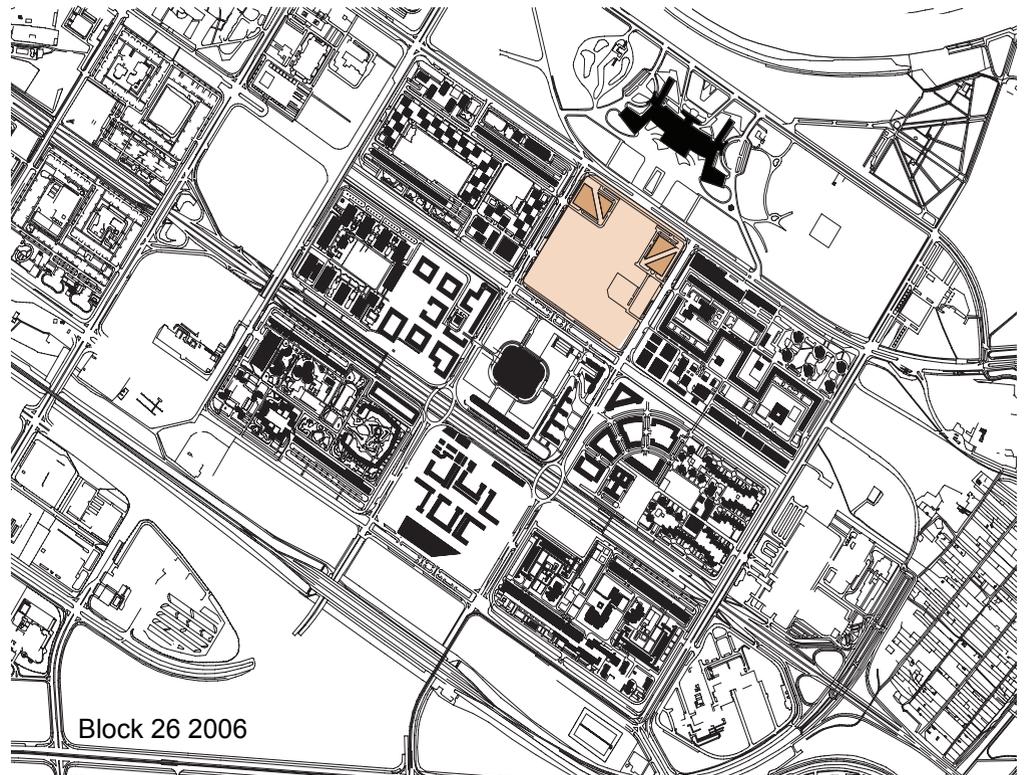
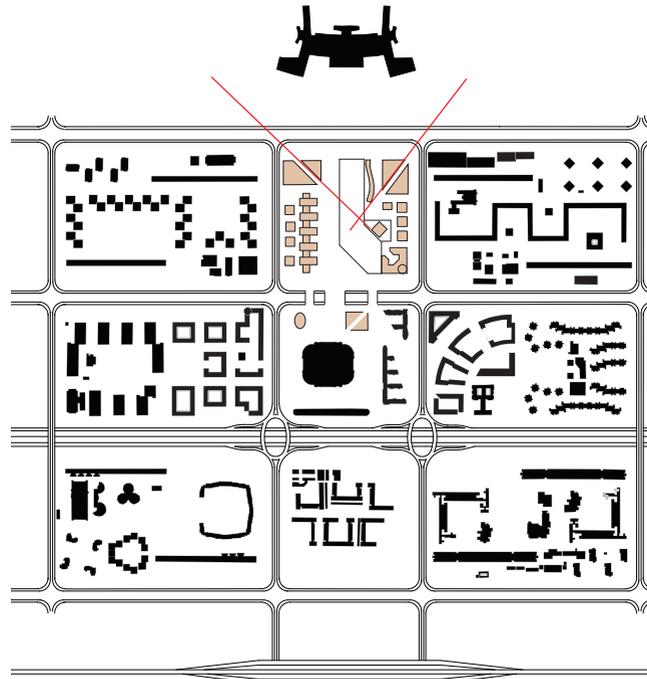
Projects

Block 26 Energoproject/Napred

Contractor	City of Belgrade Prof. Arch. Licina
Impetus	1998 Competition from the Urban Planning Institute/ Architects Association of Belgrade 2006 Competition from the Urban Planning Institute/ Architects Association of Belgrade
Function	Competition for possible usage
Construction	2004 Corner buildings through Napred / Energoproject
Completion	Still under construction and in search of renters



competition project designed by Prof. Arch. Licina 1998



Block 26 2006

Rash and Clueless Planning

The urban planning Institute of the City of Belgrade and the Architects association of Belgrade began, in 1998, an investigation of the future exploitation and functional possibilities of Blocks 25 and 26 with the proposition of architectural volumes.

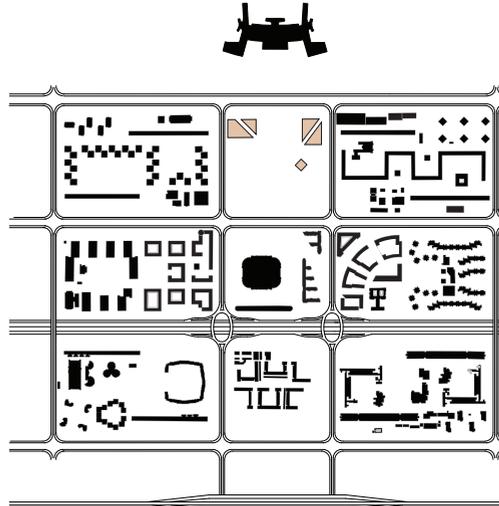
Next to the possible exploitation of 180'000m², the winning project provided for the central axis to continue in front of the governmental building for public affairs, and maintains the original vision of a direct connection from the railway station in the southwest to the federation palace in the northeast through public space. The two corner buildings, in their orientation, bear reference to the center of Zemun in the northwest and Kalamegdan in the northeast.

The winning project team of Professor Licina commissions the two large construction firms of Napred and Energoprojekt with the construction of two buildings, each of which are placed on the firm's respective parcels (the building permits for the two halves of Block 26 were distributed to Napred and Energoprojekt by the state in 1991).

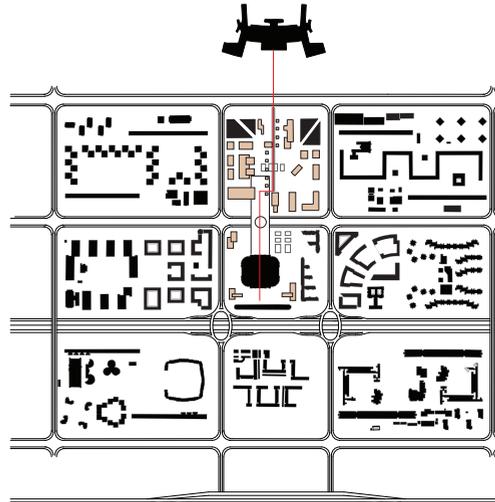
After receiving the building permits for both corner buildings, the construction was begun. Napred, who was also responsible for the building of the church, passed on this contract, believing the church to be incorrectly placed with respect to the commercial center of the city. Thanks to the special position of the church in the state, after two regimes neglected the church.

The interests in the competition of February 2006 are focused on an even larger exploitation as the previously accepted 180,000 m². The corner buildings permitted by premature building permits, as well as the church are also to be integrated in this new design work. The architect teams commissioned for the competition are given two weeks to develop their recommendations. Next to new plan solutions, a possible built surface of 300'000m² is set forth in the competition guidelines.

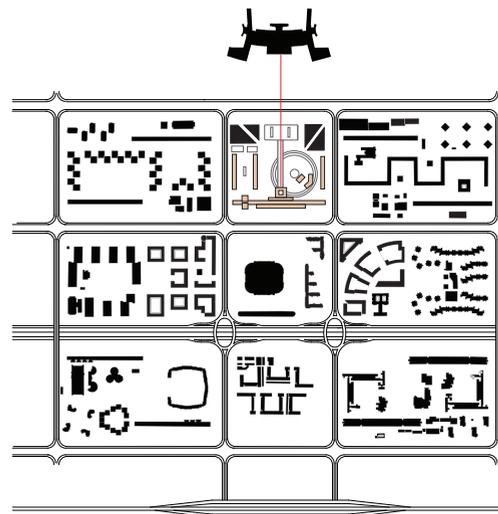
allotted buildings of 1998 and initial position for the competition in 2006



Napred 2006



Energoprojekt 2006



An Unclear Future for Block 26

After the legal limit of two years for the building permits had passed, a new competition was initiated, as city officials had calculated that a greater usage of block 26 was possible.

Only the corner buildings had received permits and had already been constructed in an early building phase, while the church profited from its special status. A public competition was to bring clarity for the future of blocks 25 and 26. Participants had two weeks to brainstorm. The competition sought to maximize the usage of available surface area, to integrate existing buildings, and to create a distinctive, solitary building as a identifications object for this block.



Energoproject



Gligorijevic



Radovanovic

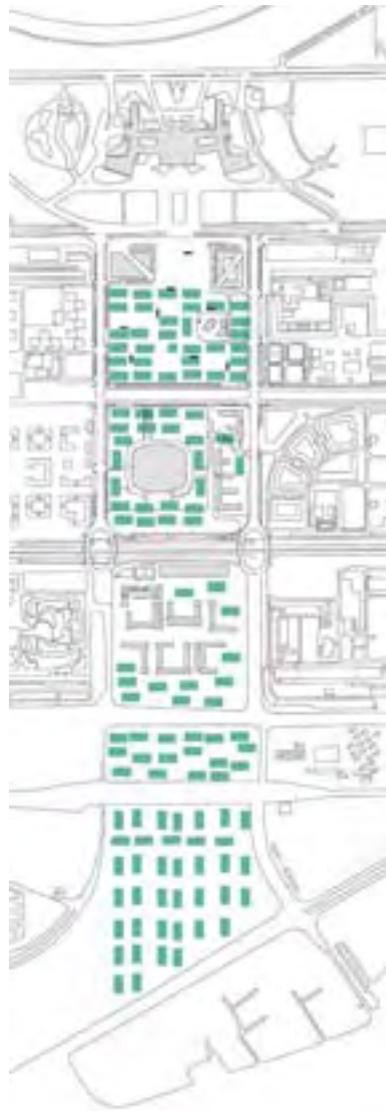


Napred

The newest conceptions assume the possible usage of 600,000m². The block of towers is to be integrated into the skyline of Belgrade.

To the right, we see a photo of the newest vision of how block 26 should look one day. 600,000m² should be possible.

A Little Manhattan is to mark the new business center of Belgrade. Finally, the buildings are to make optimal use of this prime location and are not, as below, to eat up the entire green spaces. An international competition, which is to show what is actually possible, is currently being prepared and is projected to begin this year.





We thank all the participants, who in their elaborations offered us an insight into their Métier and especially the architecture student Bojana Doncevski from the University of Belgrade for her tips and help with the language.