

**MONTENEGRO
MINISTRY
OF CULTURE**

**OLD ROYAL
CAPITAL
CETINJE**

OMA

**MARINA
ABRAMOVIC**



MARINA ABRAMOVIC

Die Schmerzensfrau der Performance-Art

Ein *BZ*-Kulturpreis für Ausnahme-Künstlerin Marina Abramovic

The grandmother of Performance Art

Die Serbin mit niederländischem Pass hängte sich in den Berliner Kunstwerken nackt an die Wand. Und im Museum of Modern Art in New York saß sie vor zwei Jahren 736 Stunden lang unbeweglich auf einem Stuhl.

Seit 40 Jahren quält Marina Abramovic ihren Körper für die Kunst. Doch mit der Retrospektive „The Artist is Present“ im MoMA ist die Mater Dolorosa der Performance-Kunst endlich im Mainstream angekommen.

Das macht sie stolz. Denn: „Zu Anfang haben die Leute gefragt: Wieso ist das Kunst?“ Ihre eigene Mutter hielt sie für verrückt.

Sie hätte Malerin bleiben und reich werden können. Als Malerin fing sie an, im Alter von zwölf Jahren. „Damals war ich eifersüchtig auf Mozart, der schon mit sieben komponierte. Ich fand, dass ich spät dran war.“ Von der Malerei wechselte sie zu

Narben, die sie stolz machen.

Doch ihr Alter, die inzwischen 65 Jahre, streift sie ab. „Ich habe gute Gene“, sagt sie und lacht, „meine Großmutter wurde 105 und deren Mutter 116. Ich habe noch Zeit.“

Oft ist sie nackt bei ihren Performances. Körper ist wichtig. Und Schönheit hilft. Als sie 40 war, hat sie sich Brustimplantate gegönnt, das war nach der Trennung von ihrem Kunstpartner Ulay. Sie lacht. „Nach der Trennung fühlte ich mich hässlich, fett und ungeliebt. Ich dachte, mein Leben wäre zu Ende. Nach der Operation fühlte ich mich fantastisch. Ich blühte auf, und meine Arbeit auch.“

850 000 Menschen besuchten Marina Abramovic bei ihrer Sitzung im MoMA. Kein lebender Künstler hatte je solch einen

den Ri-
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nicht
n man
will,
Je-
rben.



17 HOURS
RELATION IN TIME
STUDIO G7, BOLOGNA
1977







**PANORAMA AUDIENCE AWARD
FOR BEST DOCUMENTARY 2012
BERLIN INTERNATIONAL FILM FESTIVAL
'MARINA ABRAMOVIC THE ARTIST IS PRESENT'
DIRECTOR MATTHEW AKERS**



2012
SUNDANCE/ HBO
DOCUMENTARY

"BREATHTAKING...EXTRAORDINARY."
-DAVID FERR, TIME OUT NEW YORK

"MOVING AND MASTERFULLY CONSTRUCTED."
- ANDREW O'HEARA, EW.COM

MARINA ABRAMOVIĆ

THE
ARTIST
IS

PRESENT

THE HARDEST THING IS TO DO SOMETHING WHICH IS CLOSE TO NOTHING.



HBO DOCUMENTARY FILMS.

HBO DOCUMENTARY FILMS, MUSIC BOX FILMS, DAKOTA GROUP LTD., SUBMARINE DELUXE AND FILMS WE LIKE
PRESENT A SHOW OF FORCE PRODUCTION "MARINA ABRAMOVIĆ THE ARTIST IS PRESENT"
DIRECTED BY JEFF DUPRE PRODUCED BY MARCO CHERMAYEFF EDITED BY MATTHEW AKERS EXECUTIVE PRODUCERS MICHELLE FERRARI MARCUS RICCI NATHAN HALPERN
EXECUTIVE PRODUCERS CARTER LITTLE G. MARQ ROSWELL PRODUCED BY JIM HESSON PRODUCED BY STANLEY BUCHTHAL MAJA HOFFMANN DAVID KOH
EXECUTIVE PRODUCERS FRANCESCA VON HABSBURG OWLSLEY BROWN III PRODUCED BY NANCY ABRAHAM PRODUCED BY SHEILA NEVINS
DIRECTED BY JEFF DUPRE PRODUCED BY DONNA SHEPHERD PRODUCED BY MATTHEW AKERS

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SHOW OF FORCE DAKOTA GROUP LTD.

T-B A21
Thyssen-Bornemisza Art Contemporary

SUBMARINE
DELUXE filmswelike

MUSIC
BOX
FILMS

PHOTO BY MARCO ANELLI © 2010

Pobjeda • Utorak, 2. oktobar 2012.



2013
Lifetime Achievement Award
Podgorica, Montenegro

U kompleksu Oboda na Cetinju predstavljen film „Umjetnik je prisutan“

Marina Abramović: Pripadam Crnoj Gori

Iako sam živjela u Srbiji toliko godina, nisam se nikad osjećala stvarno srpskom umjetnicom. Živjela sam skoro 30 godina u Holandiji, radila sam u Njemačkoj, a sada živim 14 godina u Americi, ali se ne osjećam umjetnicom tih kultura – kazala je Abramović



ZASLUŽENO: Sa uručenja Trinaestojulske nagrade Marini Abramović.

CETINJE – Zbog svog pristupa umjetnosti uvijek sam se osjećala kao neka crna ovca, a prekjuče kada sam došla u Crnu Goru i kada mi je uručena Trinaestojulska nagrada, odjednom je crna ovca postala bijela. I to je velika transformacija za mene. Odjednom sam osjetila ljubav, da me ljudi prihvataju i vole. Osjetila sam da ja ovdje pripadam – kazala je juče poznata svjetska umjetnica Marina Abramović, tokom predstavljanja filma „Umjetnik je prisutan“, u gornjem kompleksu fabrike Oboda.

Govoreći o filmu koji prezentuje njen život i djelo, svojim shvatnjama umjetnosti performansa, kao i o ponovnom povratku u Crnu Goru, Marina

Abramović je podsjetila da je prije dvije godine na poziv ministra kulture Branslava Mićunovića došla u Crnu Goru. – Ministar mi je tada uručio crnogorski pasoš koji je promijenio sve za mene. Sve je dobilo novi kontekst. Prije svega, moji otac i majka su rođeni u Crnoj Gori. Odjednom sam se osjetila drugačije, osjetila sam da se cio moj rad, što se tiče performansa, u stvari vezuje za crnogorske ideje, koje se mogu vidjeti i u filmu „Umjetnik je prisutan“ – kazala je Abramović. Film o njenom životu, između ostalog, govori i o pripremanju za veliku retrospektivu njenog rada u Muzeju moderne umjetnosti (MoMA) u Njujorku 2010. godine.

– To je bio najjednostavniji i



ŽIVOT POSVEĆEN PERFORMANSU: Marina Abramović tokom razgovora sa publikom i novinarima u Obodu

naјteži performans koji sam napravila u životu. Kada pravite performans koji traje tri mjeseca, onda je to pravi život, jer se umjetnost i život izjednače, postanu cjelina. Taj performans

me stvarno promijenio i psihički i fizički, jer na kraju više nisam bila ona ista osoba sa početka performansa. Inače, vjerujem da granice uvijek mogu da se pomjere i zbog toga je

sam Crnogorka – kazala je Abramović.

Potpisan ugovor

Umjetnica je zadnja dva dana na Cetinju boravila prvenstveno zbog prezentacije višenamjenskog centra MACCOC (Marina Abramović Community Center Obod Cetinje). Kao jedinstveni umjetnički i privredni prostor, centar će biti izgrađen na lokaciji nekadašnjeg gornjeg kompleksa elektroindustrije „Obod“. Poznati svjetski arhitekta Rem Koolhaas juče je sa gradonačelnikom Prijestonice Aleksandrom Bogdanovićem, potpisao ugovor o izradi master plana projekta, koji bi trebalo da bude gotov u narednih devet mjeseci.

J.N.

Izložba
helenističkog
posuda u
Podgorici



PODGORICA – Izložba „Helenističke posude za ulje i druge supstance (III-II vijek p.n.e)“ biće otvorena večeras u 20 časova u galerijskom prostoru JU Muzeji i galerije Podgorice. Postavka sadrži većinu posuda za ulje sa labatske nekropole u Gostilju kod Podgorice. Autorke izložbe su arheološkinja mr Milena Vračić isavjetnica konzervatorka-restauratorka Zorica Stjepović. Izložbu će otvoriti direktorica Narodne biblioteke „Ladosav Ljumić“ Dragana Dmitrović. U okviru kulturno-edukativne kampanje „Kulturna baština u našem fokusu“, koja je bila i uvod u realizaciju izložbe, autorke projekta putem prigodnih postera, upoznale su nastavnike istorije, biologije i likovnog obrazovanja iz nekoliko osnovnih škola sa teritorije Podgorice, Budve i Kolašina, i proširile njihova znanja o značaju očuvanja i prezentacije jednog segmenta naše neprocjenjivo bogate kulturne baštine. Tim povodom, u posebno izdvojenom prostoru, koji je osmislio akademski slikar mr Marko Lukovac, osnovali će biti i učesnici radionice za djecu „Oblikuj ili narcrtaj“. Izložba će biti otvorena 15 dana. **A.D.**

Naučni skup
anglista na
Cetinju

CETINJE – Osmi međunarodni naučni skup anglista koji će se baviti temom „Ljepota konvencije“ biće održan u CNB „Đurđe Crnojević“ od 4. do 6. septembra. Organizator je Studijski program za engleski jezik i književnost.

Učešće u radu skupa učeće oko 55 učesnika, profesora iz evropskih i američkih univer-

INTERNATIONALLY RECOGNIZED



1997
BEST ARTIST
Golden Lion Award,
Venice Biennale



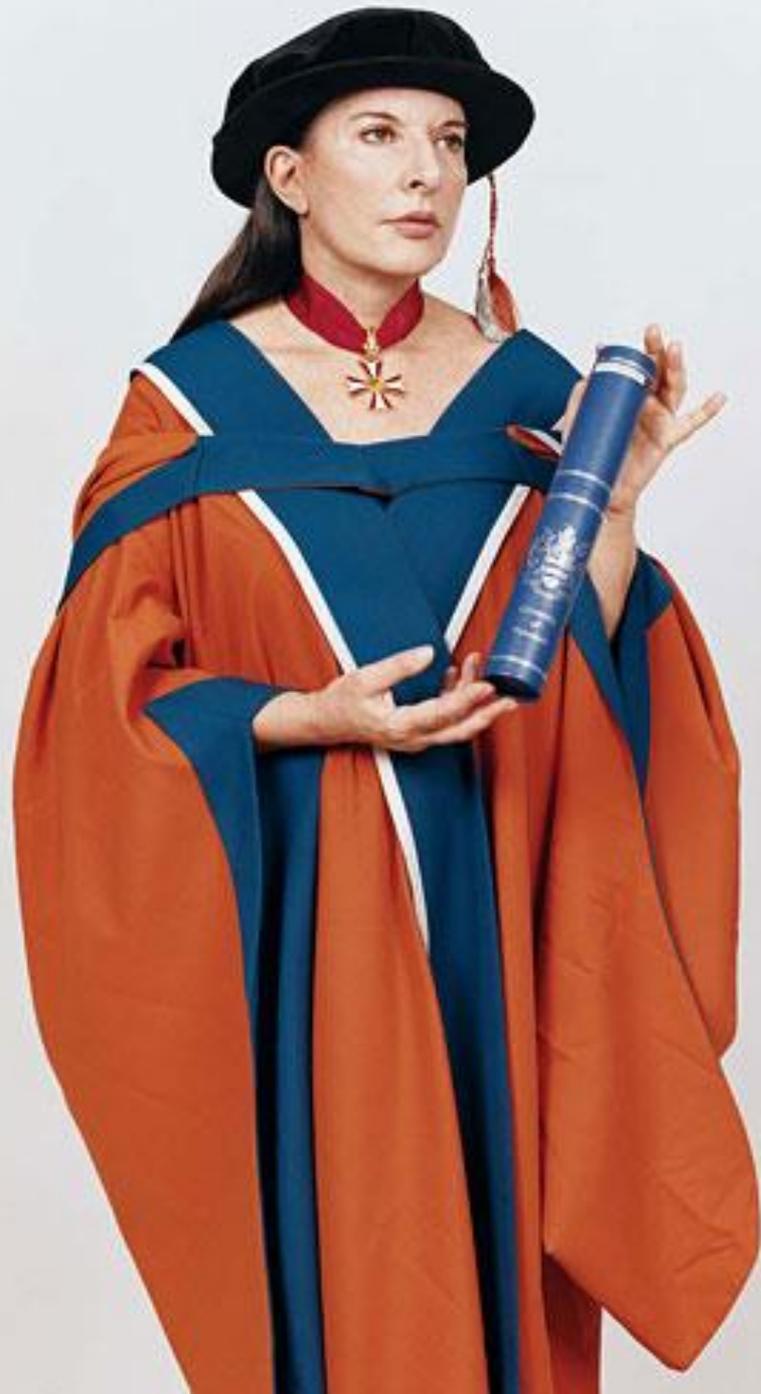
2008
Art History,
Austrian Commander Cross



2011
Cultural Leadership Award,
American Federation of Arts



2012
Honorary Doctorate of Arts,
Instituto Superior de Arte, Cuba



V MAGAZINE



FASHION AND ART IN THE MOST EXCITING CITY ON EARTH!

THE NEW YORK ISSUE

MARINA ABRAMOVIĆ and TYSON BALLOU in GIVENCHY BY RICCARDO TISCI PHOTOGRAPHED BY MARIO TESTINO STYLING BY AARON YOUNG

67

FALL 2010



ELLE

SRPSKO IZDANJE

ZAŠTO VOLIMO DA MENJAMO BOJU KOSE?

JANUAR 2011
GODINA VI

ART PROJECT

KAKO IŠTAKNUTE SAVREMENE UMETNICE VIDE SVET OKO NAS

MUŠKE SUZE
TONY PARSONS
O TOME DA LI SE MUŠKARCI PRETVARAJU

EKSKLUZIVNO
MARINA ABRAMOVIĆ
PRVI PUT U NEOČEKIVANOM MODNOM PERFORMANSU



ISSN 1452-0095 69
SRBIJA 220 DIN
CRNA GORA 3,5 EUR
BOSNA I HERCEGOVINA 8 KM
MAKEDONIJA 220 MKD

KUDA IDE GENERACIJA Y?

The Abramovic Method
Padiglione d'Arte Contemporanea (PAC), Milan
2012

2 2 2 2 2 2 2 2

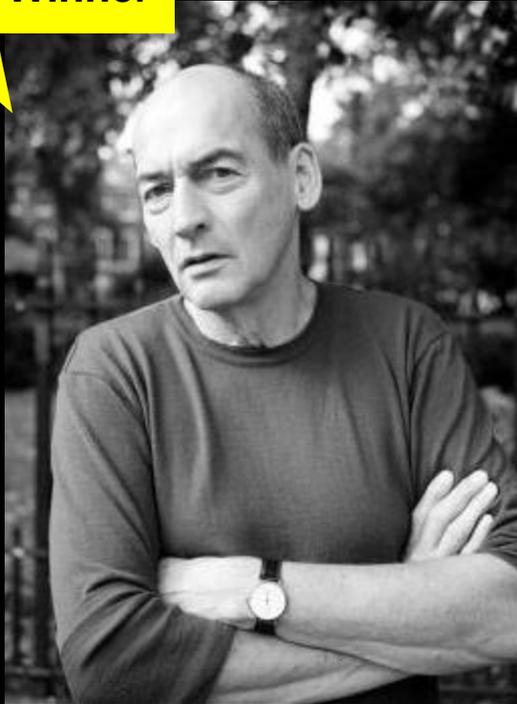






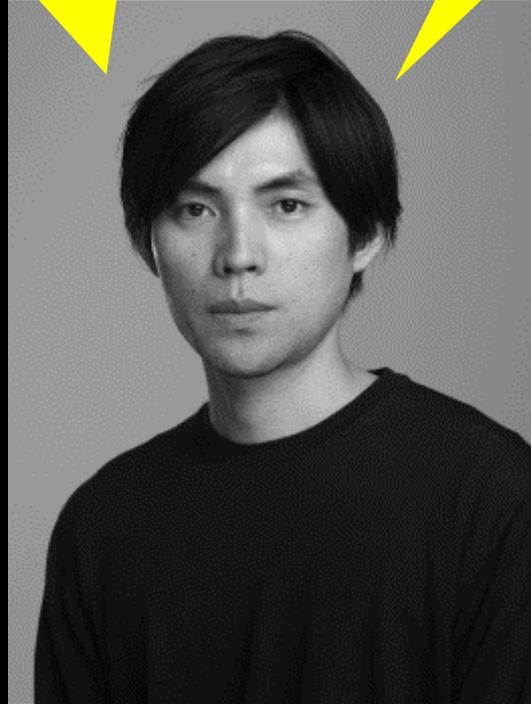
OMA Design Leadership

**Pritzker-
Prize Winner**



**Rem Koolhaas
Founding Partner**

**Responsible for
OMA's Work in The
Americas and Asia**



**Shohei Shigematsu
Partner / Director
OMA New York**

**13 Years
with OMA**

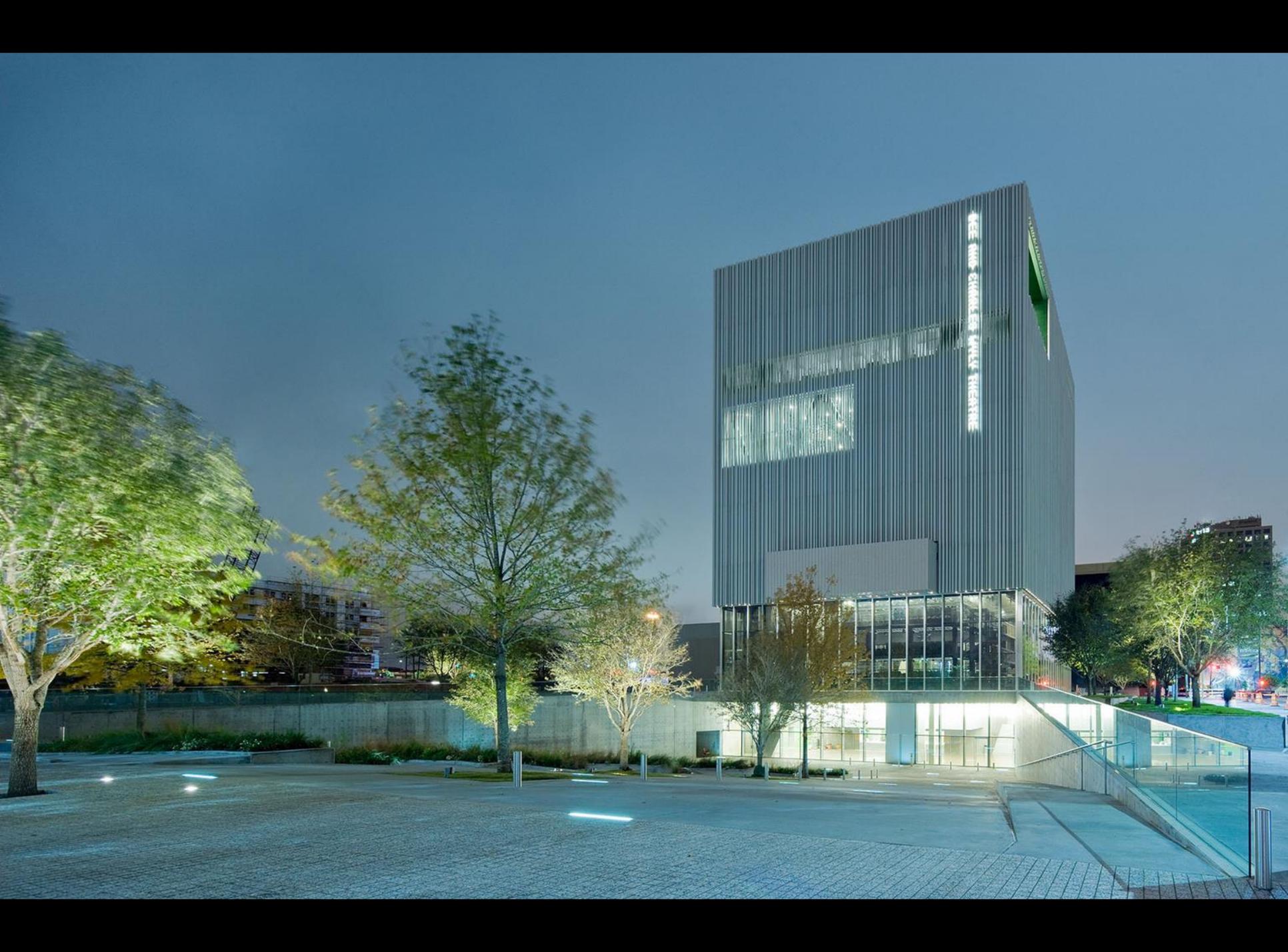






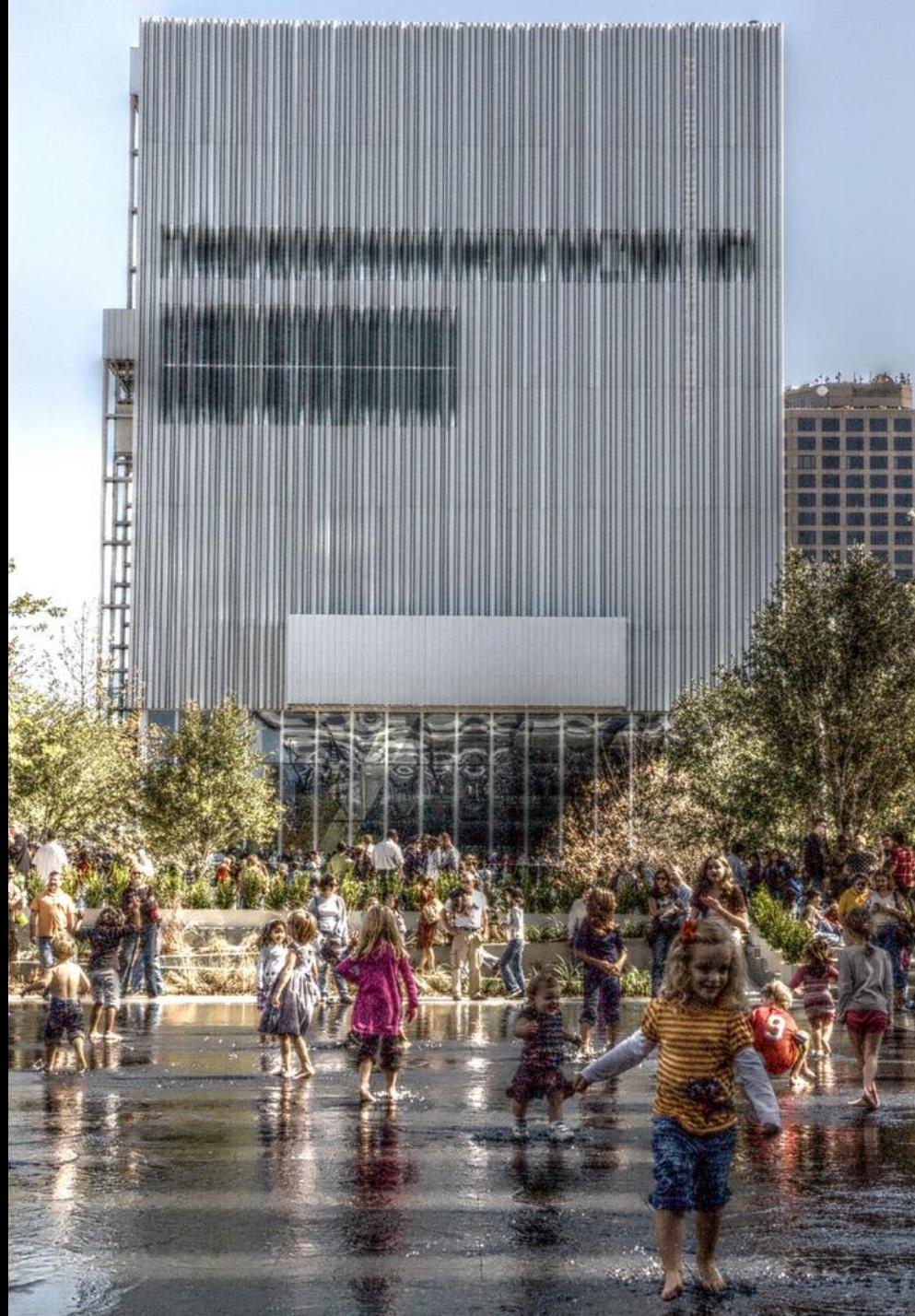
MAIN AUDITORIUM





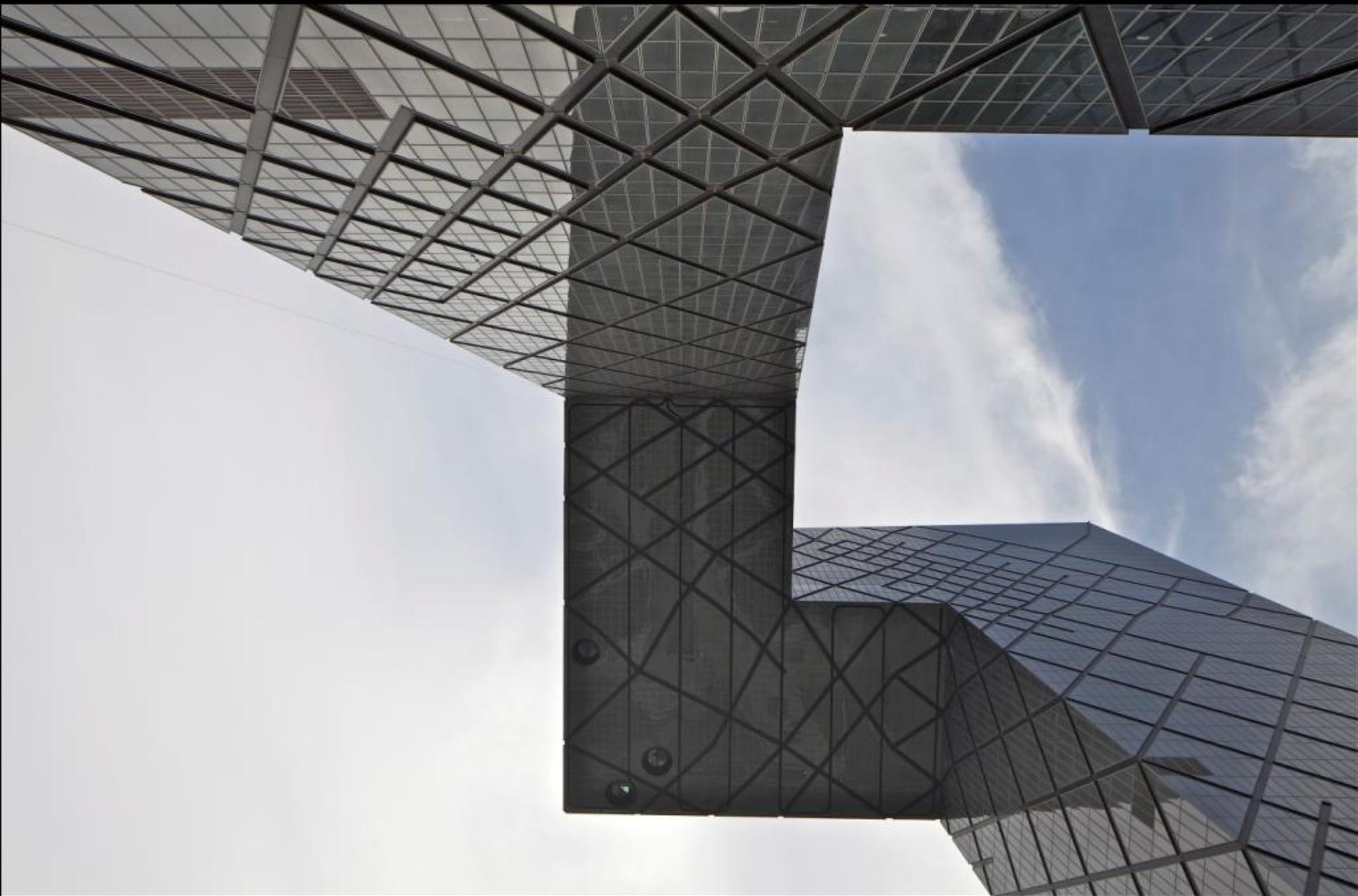
THE ROCK CHAMBER OF ARTS CENTER

THE ROCK CHAMBER OF ARTS CENTER













中国建筑三局

CCB

广深港客运专线福祿山
福祿山综合交通枢纽
请原谅轨道交通施工给您带来的不便
为您建设更美好的明天
建设单位：中国铁路广州局集团有限公司
施工单位：中铁十六局集团有限公司









De Rotterdam
Rotterdam, Netherlands





RPJ Walter Torre Mixed-Use
Sao Paulo, Brazil







Opening April 2009

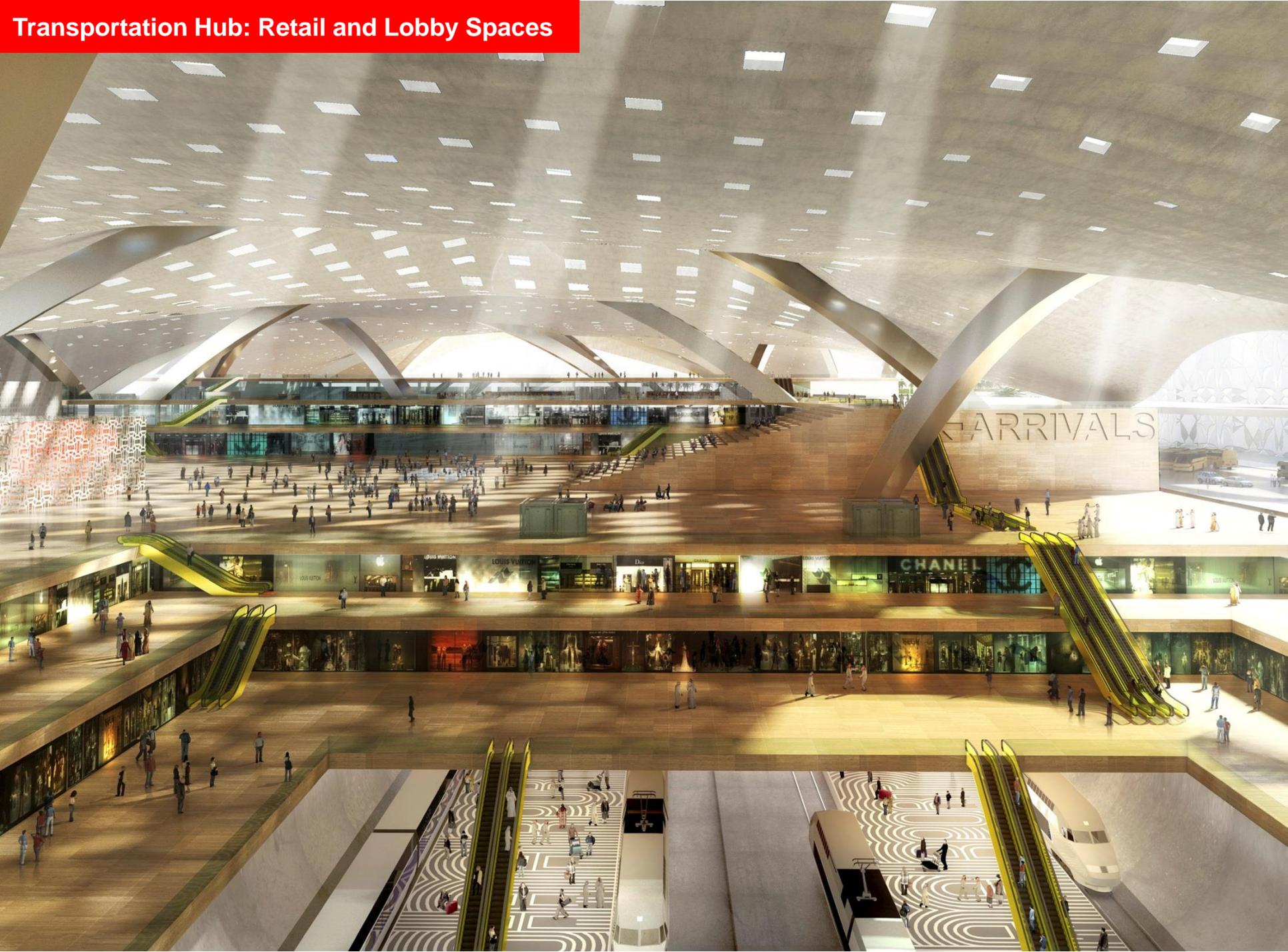








Transportation Hub: Retail and Lobby Spaces





Winter Palace

Small Hermitage

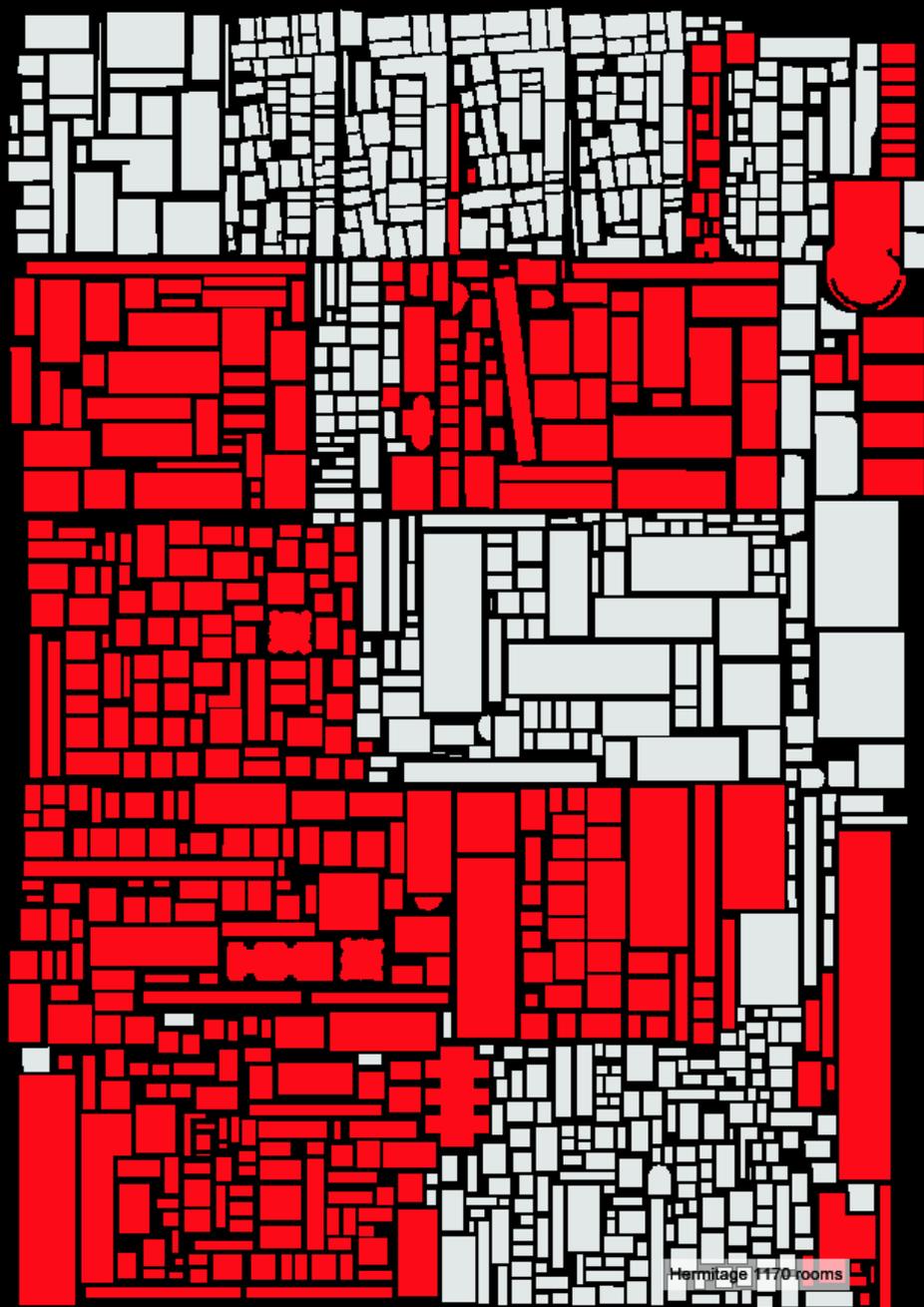
Large Hermitage

Laboratory Building
Hermitage Theater

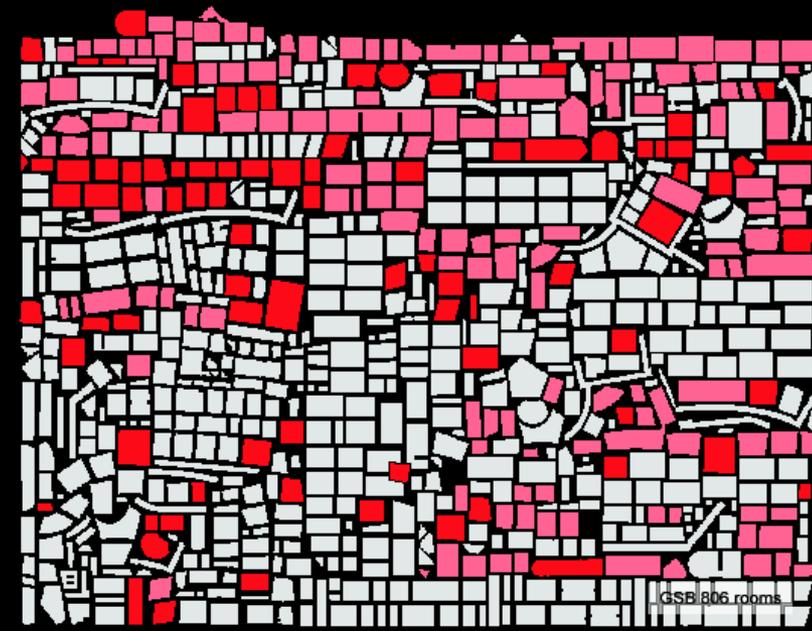
Guards Building

General Staff Building

2
The new "General Staff" building is a former office building that will become part of the Hermitage Museum



+



Hermitage F170 rooms

GSB 806 rooms

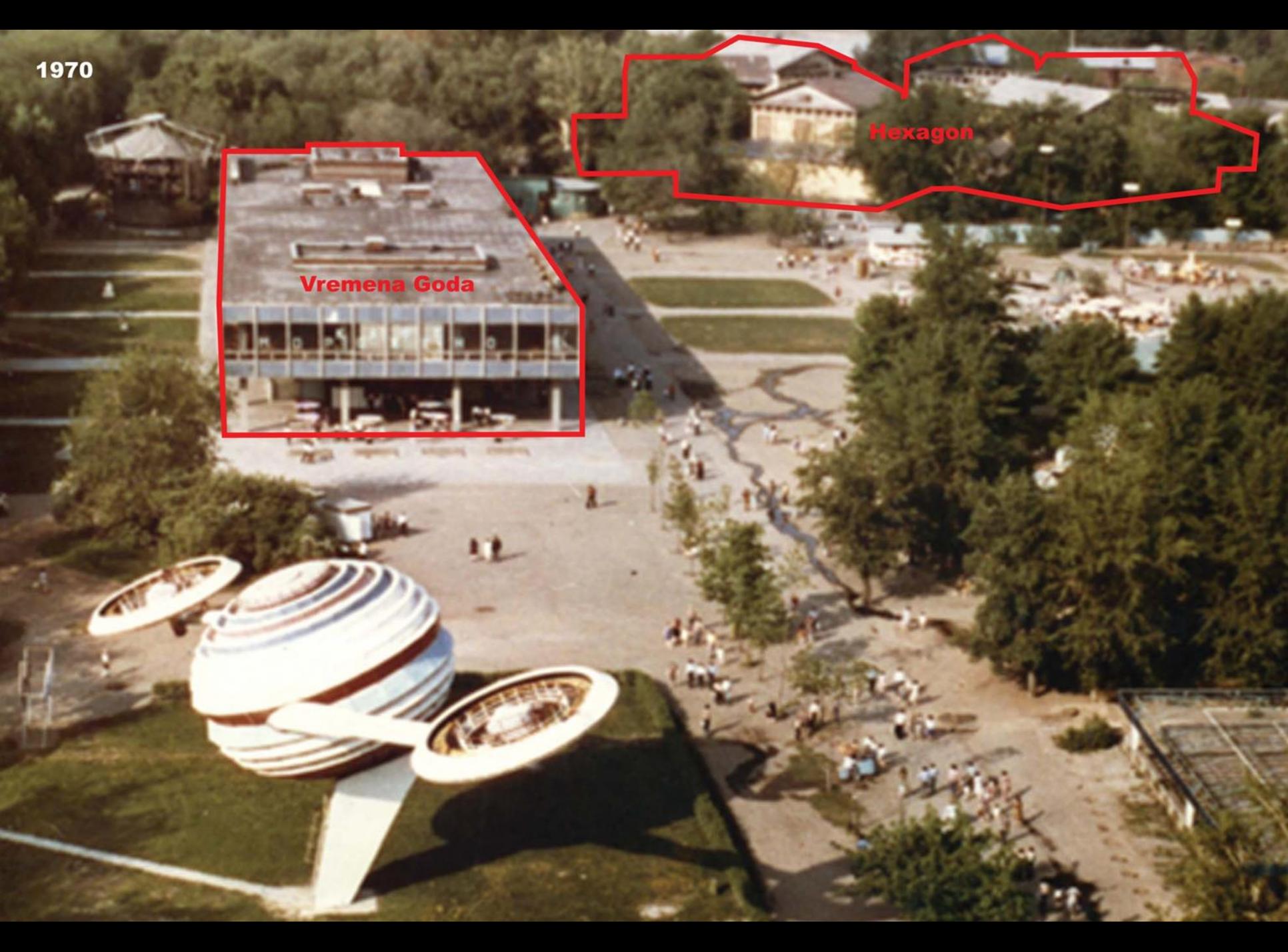
GSB = General Staff Building

palace and museum rooms with historical decoration fully preserved

rooms with historical decoration maintained

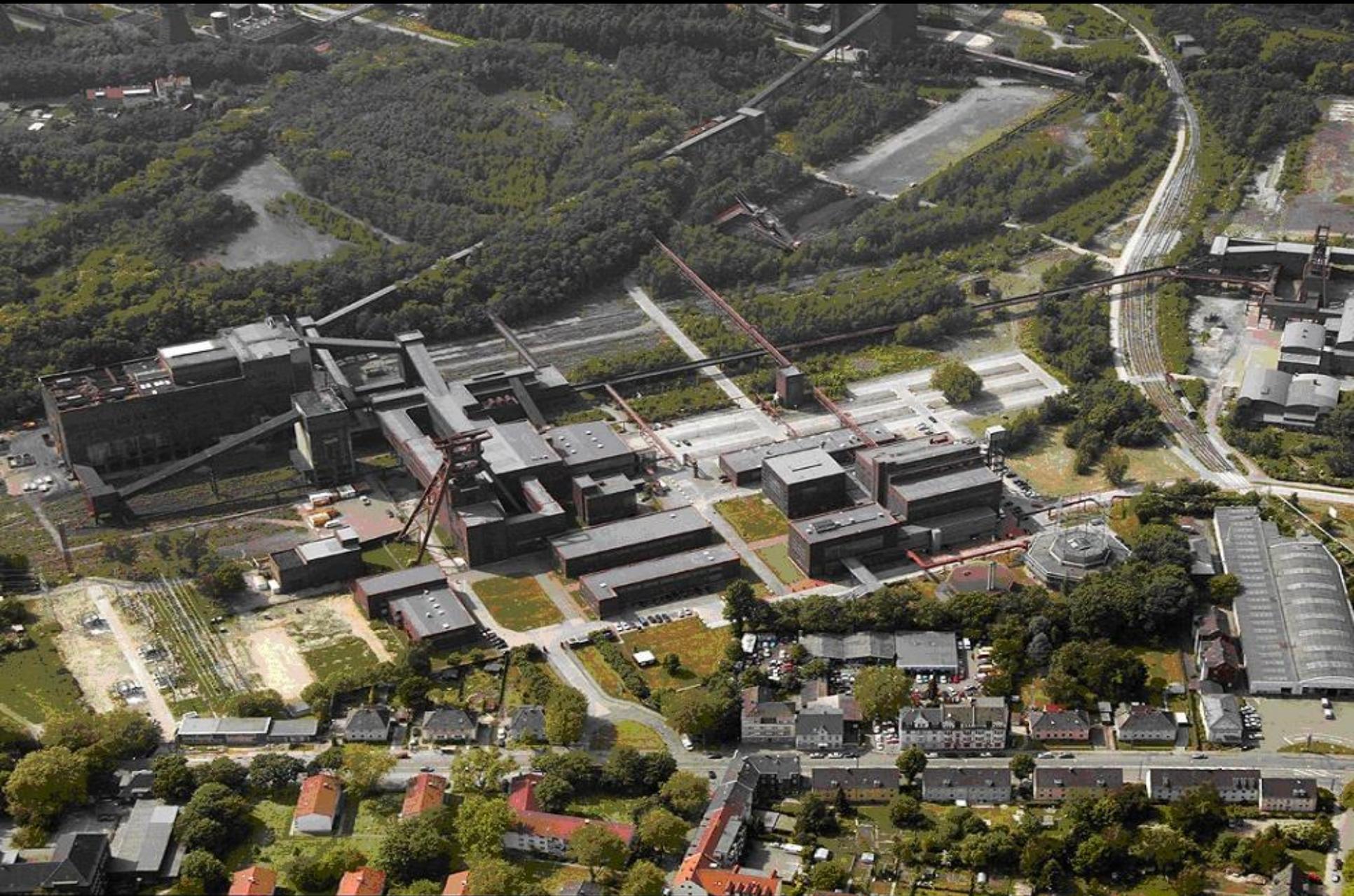
rooms with historical decoration not maintained

1970











**Congres
Event
Center**

Event / Art / Performance

Metaform
Triennale of Gerard Mortier
Life style exhibition
World mining industry event

**Ruhr
museum**

Event

Education

**Design
center**

**Hotel
Residence**

**Visitor
center**

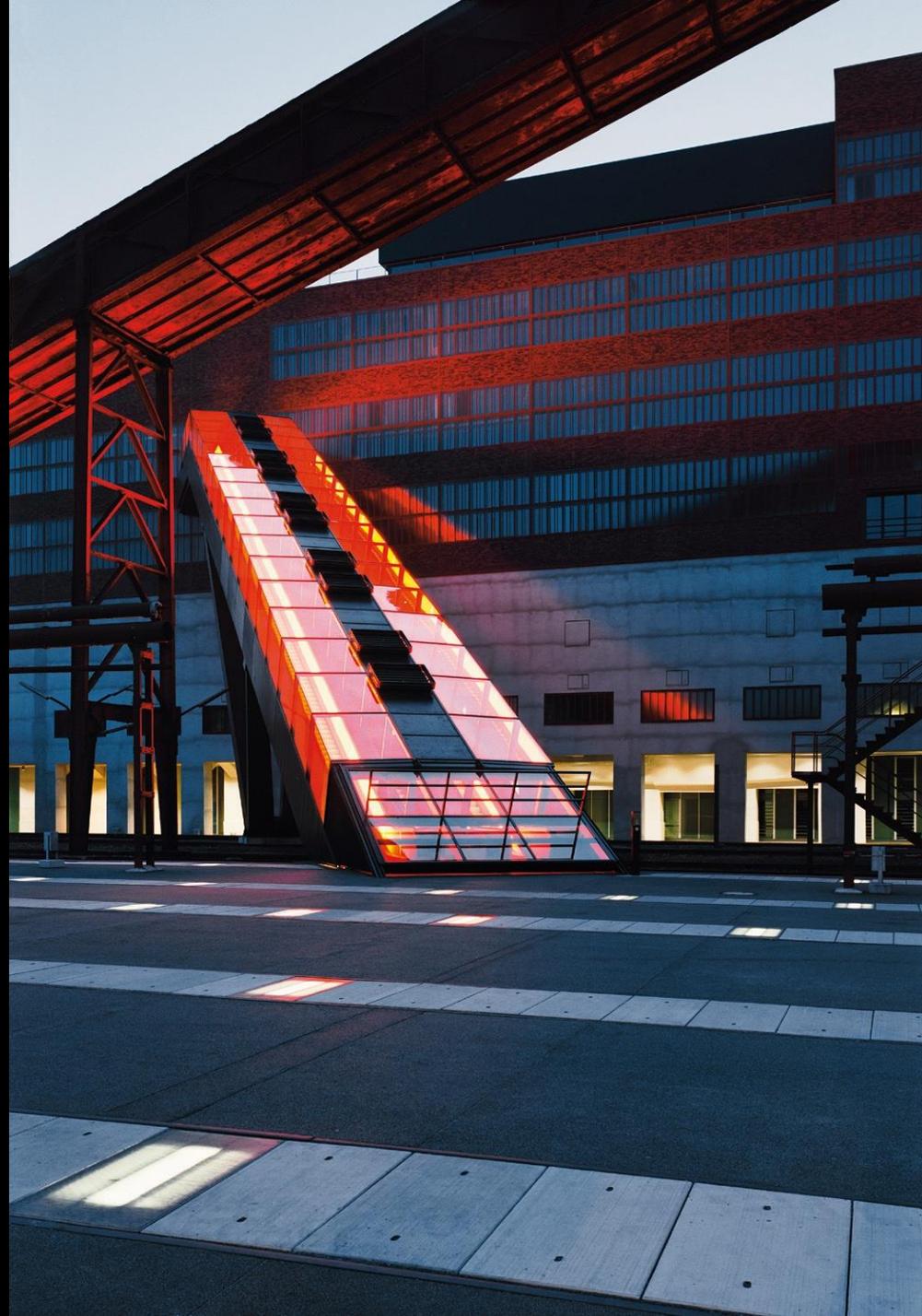
**Ruhrmuseum
Metaform**

Business
Gewerbepark
Production studio

Business
Gewerbepark
Production studio



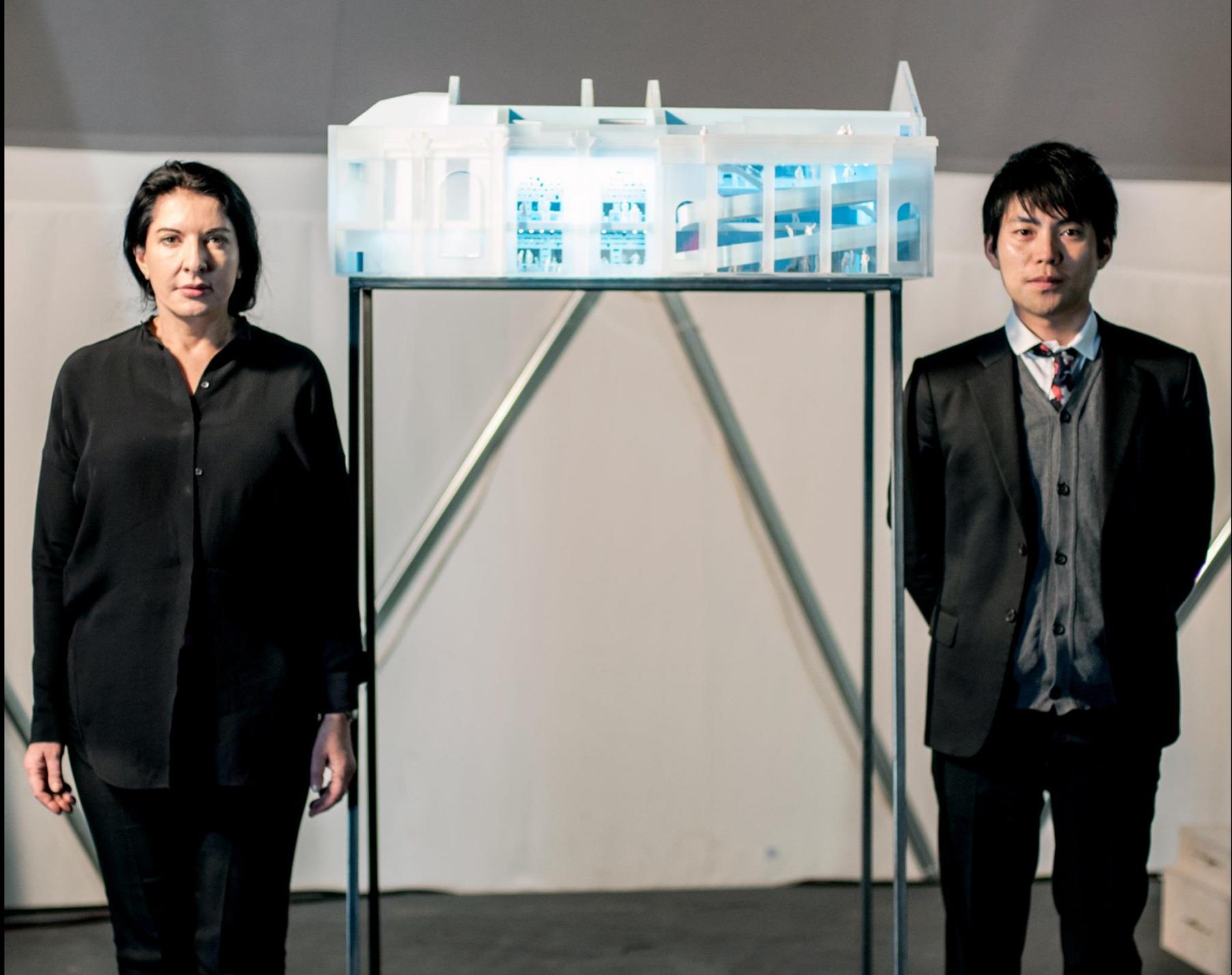
Masterplan





Ice Rink







COMMUNITY TENNIS

96

23B

TRUCK ROUTE

DO NOT ENTER

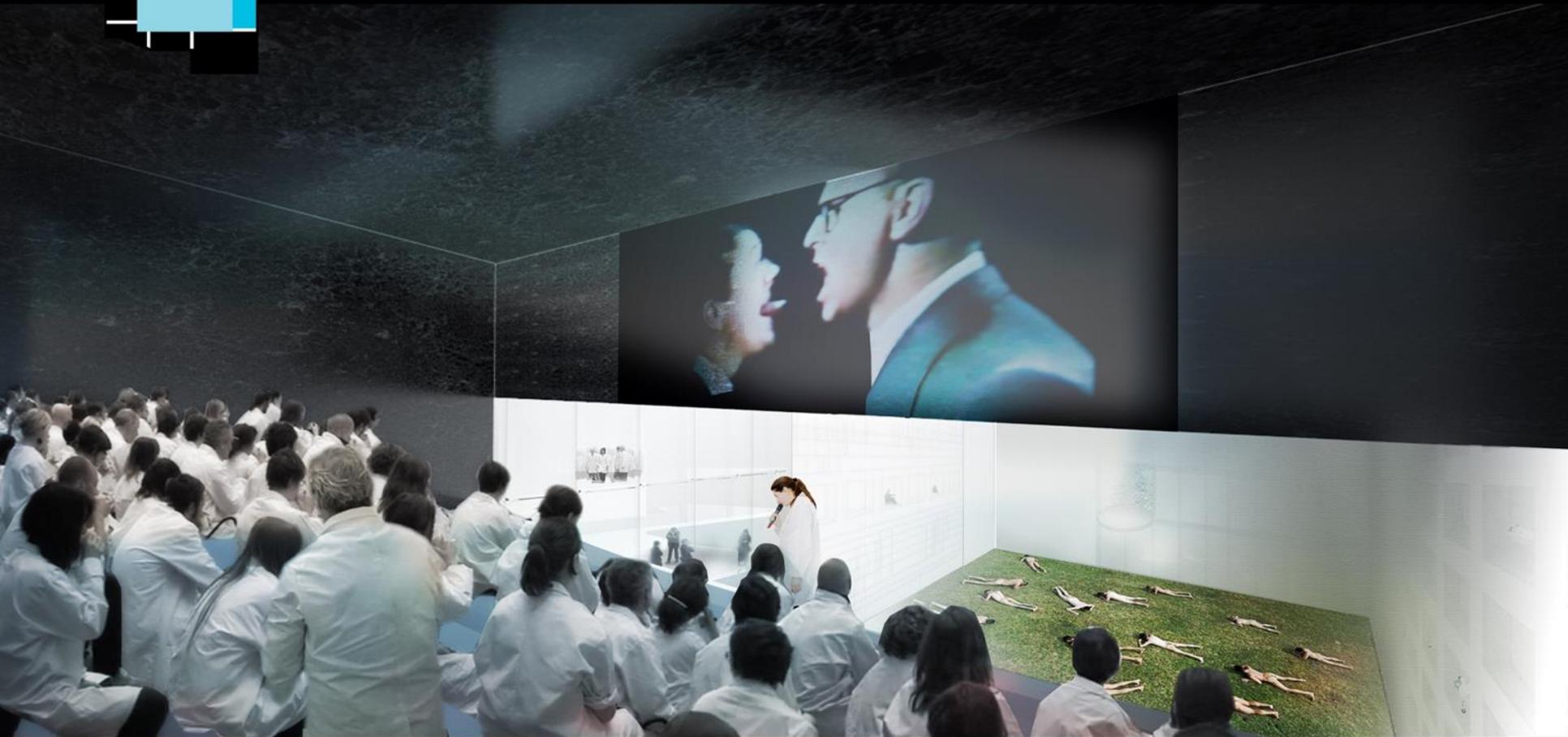
FLEXIBILITY



MAIN PERFORMANCE - THRUST



CLASSROOM



FOYER PERFORMANCE



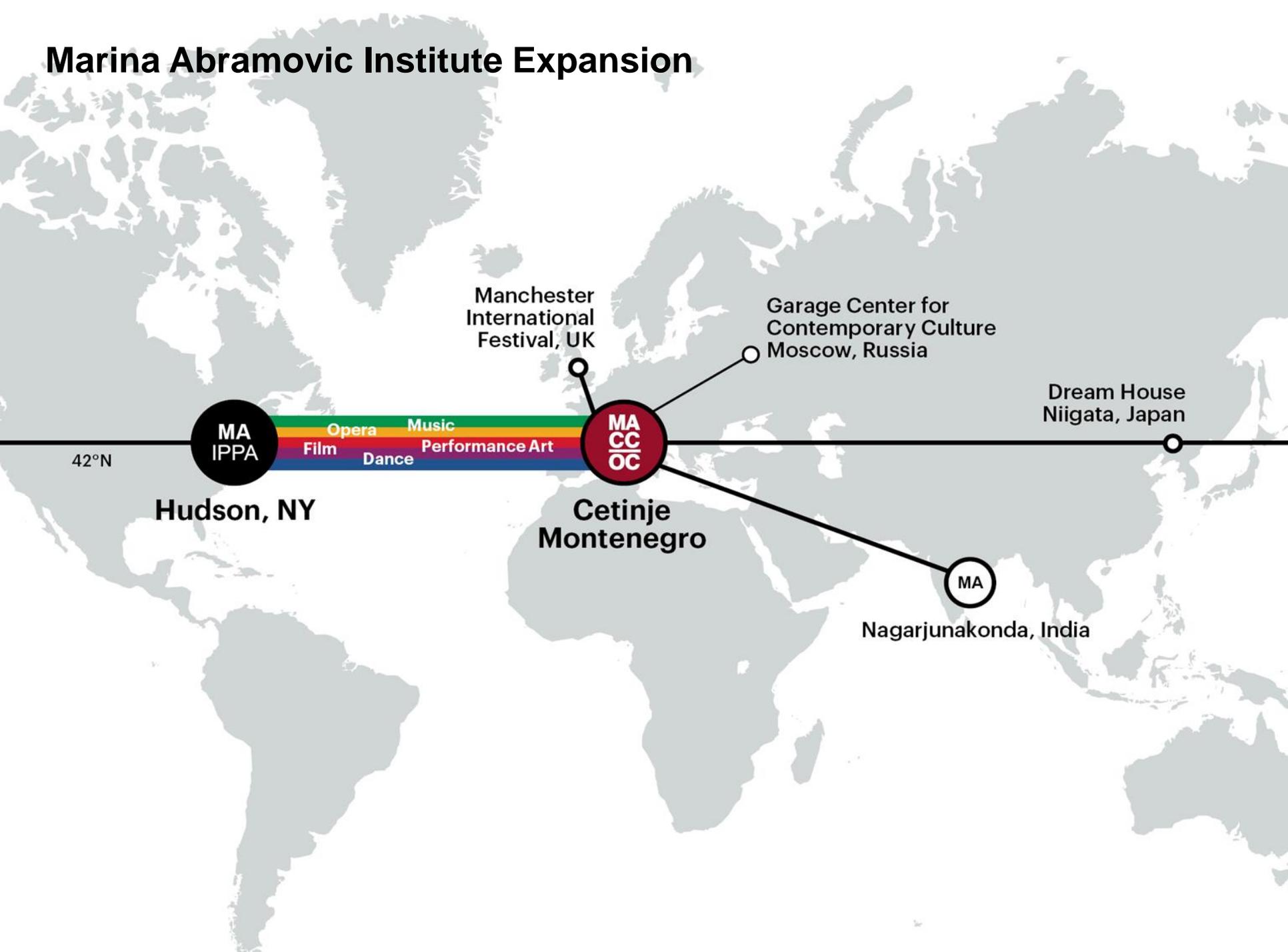
OBSERVING AUDIENCE



VIEW FROM SOUTHWEST - PROPOSED



Marina Abramovic Institute Expansion



42°N

MA
IPPA

Hudson, NY

Opera Music
Film Dance Performance Art

MA
CC
OC

Cetinje
Montenegro

Manchester
International
Festival, UK

Garage Center for
Contemporary Culture
Moscow, Russia

Dream House
Niigata, Japan

MA

Nagarjunakonda, India

INVESTORS BRIEF MARINA ABRAMOVIČ COMMUNITY CENTER OBOD CETINJE



Vision



"MACCOC is envisioned as a generator of change, a massive driving force for reanimation, revitalisation, thawing, "clearing" and "airing", for the "confluence of clear waters", as a motivator of cultural development in Montenegro itself and of its linking up as a network with individuals, groups, institutions, ideas and initiatives in the modern international cultural context – that is, as the champion of a vision of wide-ranging connections between people who think and perform positively through meaningful ideas and actions."

– Marina Abramovic

Masterplan



TOURISM BOOM



Balkans bling: Why Montenegro is the latest Mediterranean hit with the rich and famous

By [Amy Williams](#)

PUBLISHED:05:24 EST, 4 September 2012| UPDATED:05:24 EST, 4 September 2012

If you were a billionaire financier with a 40th birthday to celebrate - and if your guest list included friends who only arrive by private jet or motor yacht - then Montenegro might be your ideal holiday hotspot.

TOURISM
COUNCIL

THE GLOBAL WTTC SUMMIT, LAS VEGAS

THE FASTEST-GROWING TOURISM ECONOMY

At the invitation of the World Travel & Tourism Council (WTTC), a delegation from Montenegro, comprised of the Minister of Sustainable Development and Tourism, **Predrag Sekulic**, the Deputy Minister, **Nebojsa Popovic**, and the Director of the National Tourism Organization, **Sasa Radovic**, participated in the 11th Global Travel & Tourism Summit, held in Las Vegas, USA. A WTTC research document "The Economic Impact of Tourism in Montenegro," prepared in cooperation with Oxford Economics, was presented at the Summit.

According to the research, which was presented to representatives of the world's major companies involved in travel & tourism, Montenegro will be the fastest growing travel & tourism economy in the world over the next ten years with regard to travel & tourism's total contribution to gross domestic product and employment. Travel & tourism's total contribution to GDP, including its indirect and induced impacts, is expected to

In his speech, the Director of the National Tourism Organization, **Sasa Radovic**, expressed his satisfaction with the results of the research, and for the opportunity to present them at an event gathering the most relevant representatives of the professional community and decision makers involved in the global travel and tourism industry. This is a document – **Radovic** said – that must be considered by every potential investor, airline company and tour operator planning to operate their business in Montenegro.

WWW.WTTC.ORG



ism, Montenegro will be the fastest growing travel & tourism economy in the world over the next ten years with regard to

in the next ten years from the current level of 16.4 percent to 50.8 percent of total investment in Montenegro.

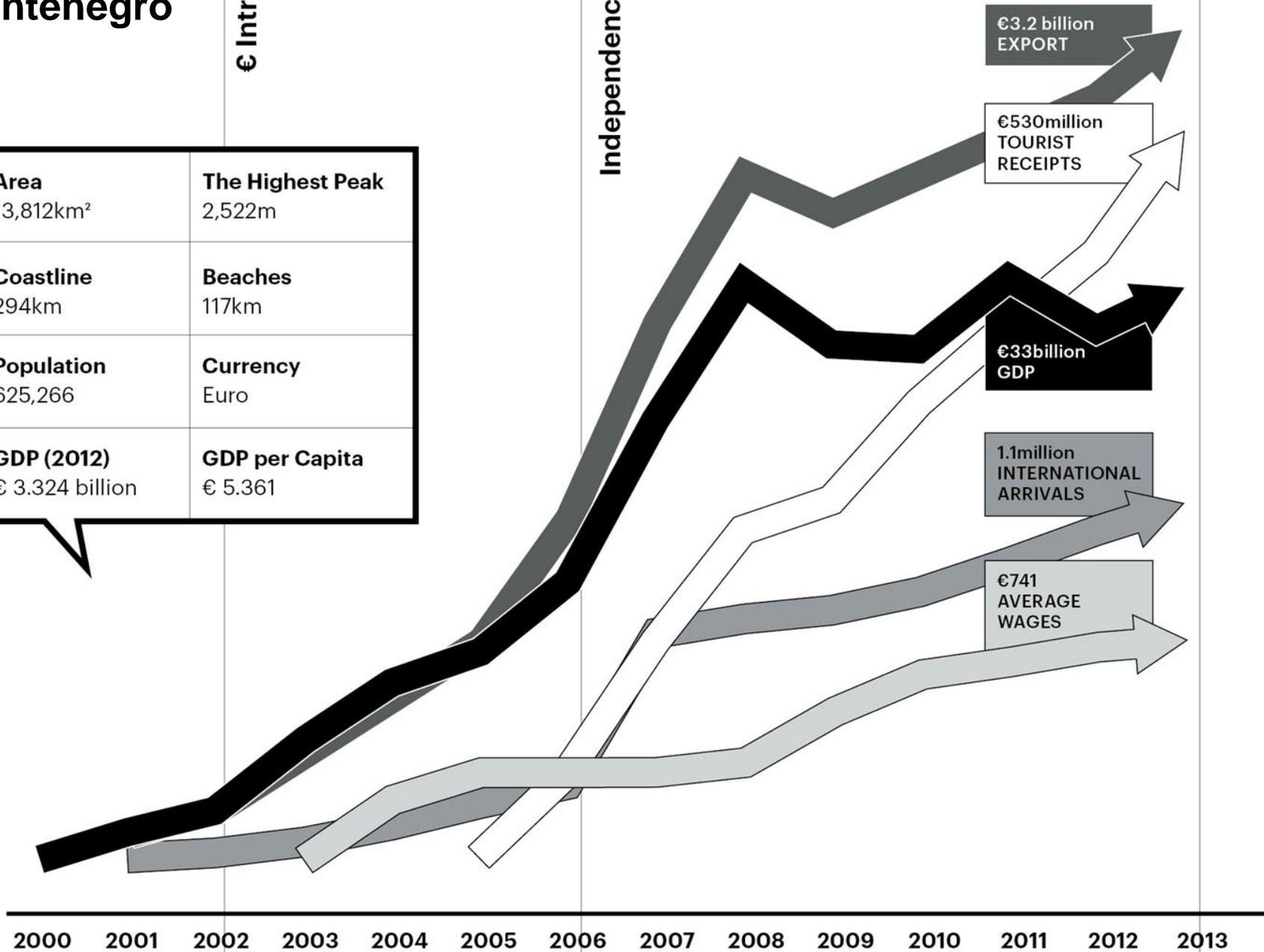


Montenegro

€ Intro

Independence

Area 13,812km ²	The Highest Peak 2,522m
Coastline 294km	Beaches 117km
Population 625,266	Currency Euro
GDP (2012) € 3.324 billion	GDP per Capita € 5.361



€3.2 billion EXPORT

€530million TOURIST RECEIPTS

€33billion GDP

1.1million INTERNATIONAL ARRIVALS

€741 AVERAGE WAGES

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013

Tax Incentives

VALUE ADDED TAX (%)



CORPORATE INCOME TAX (%)



HISTORICAL
CULTURAL
SPRITUAL





RECREATION **CREATION** **BUSINESS**

Site



**OBOD REFRIGERATION
COMPLEX**

OBOD



MACCOC



CENTRALNA NARODNA
BIBLIOTEKA
CRNE GORE
Durdic Cmojević



www.mnmuseum.org

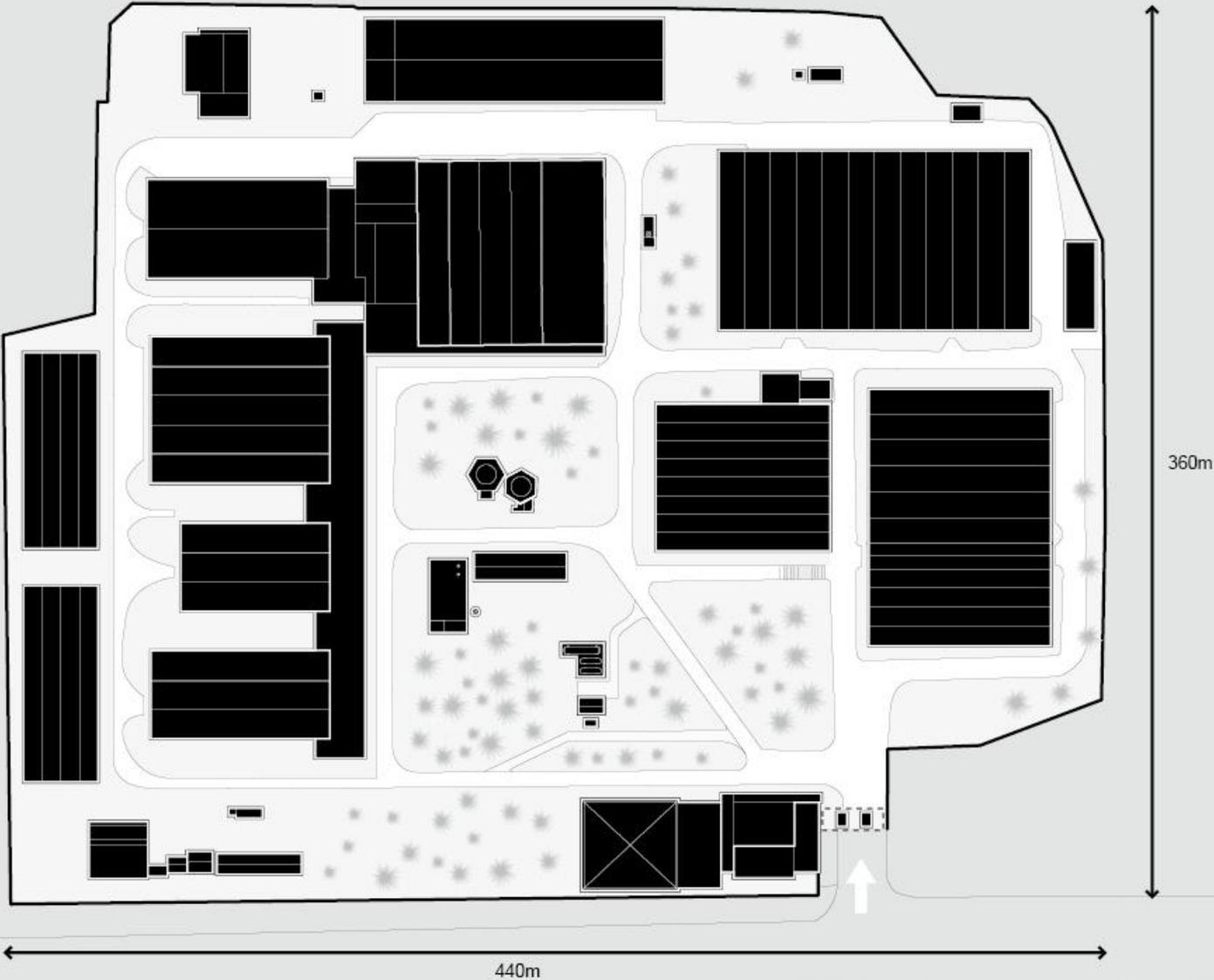


MUSEUMS
EDUCATION

Centinje Monastery
Part of the potential UNESCO
World Heritage Site in Old City
Cetinje



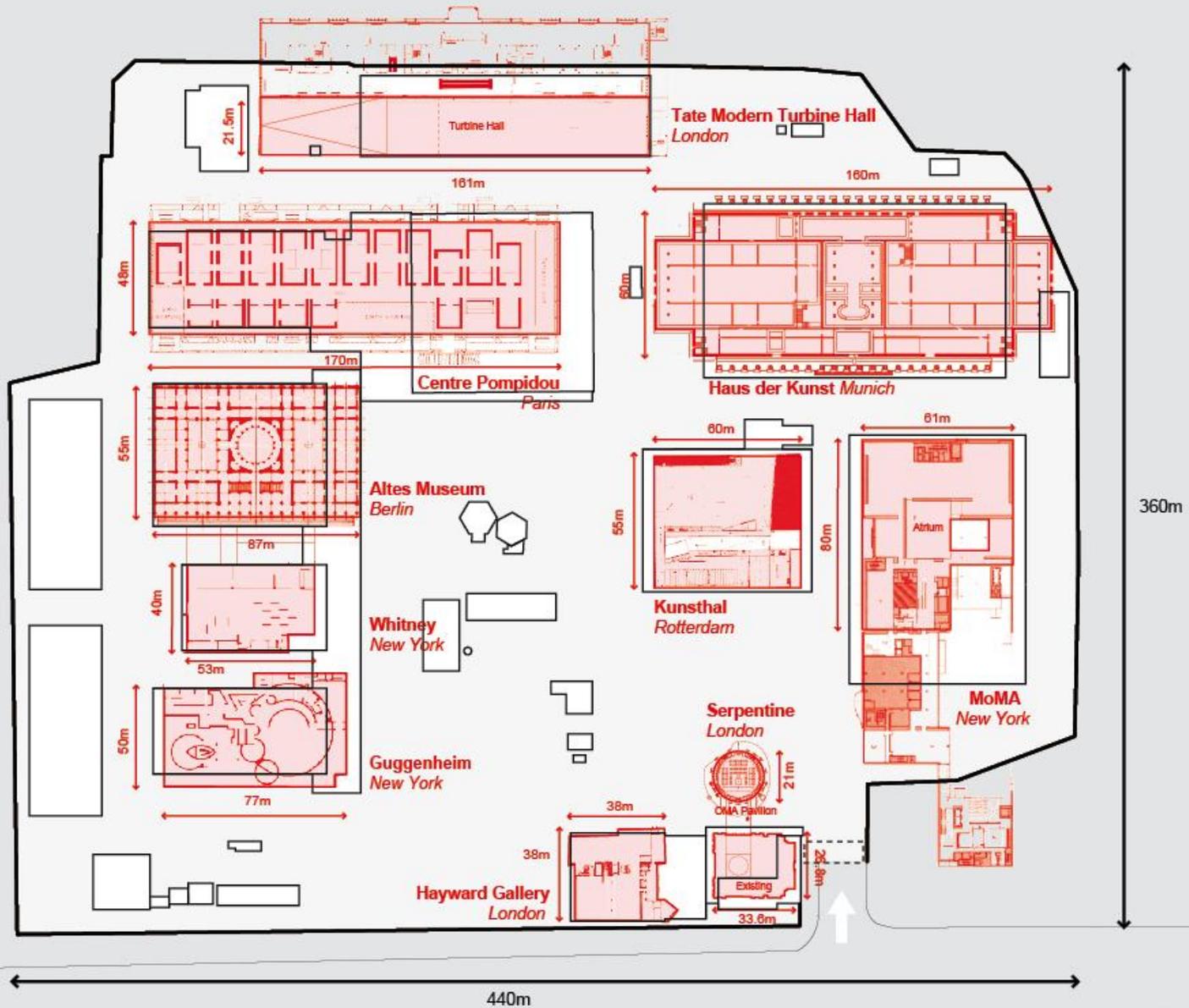
MACC - EXISTING



0 50m



MACC - SCALE



0 50m

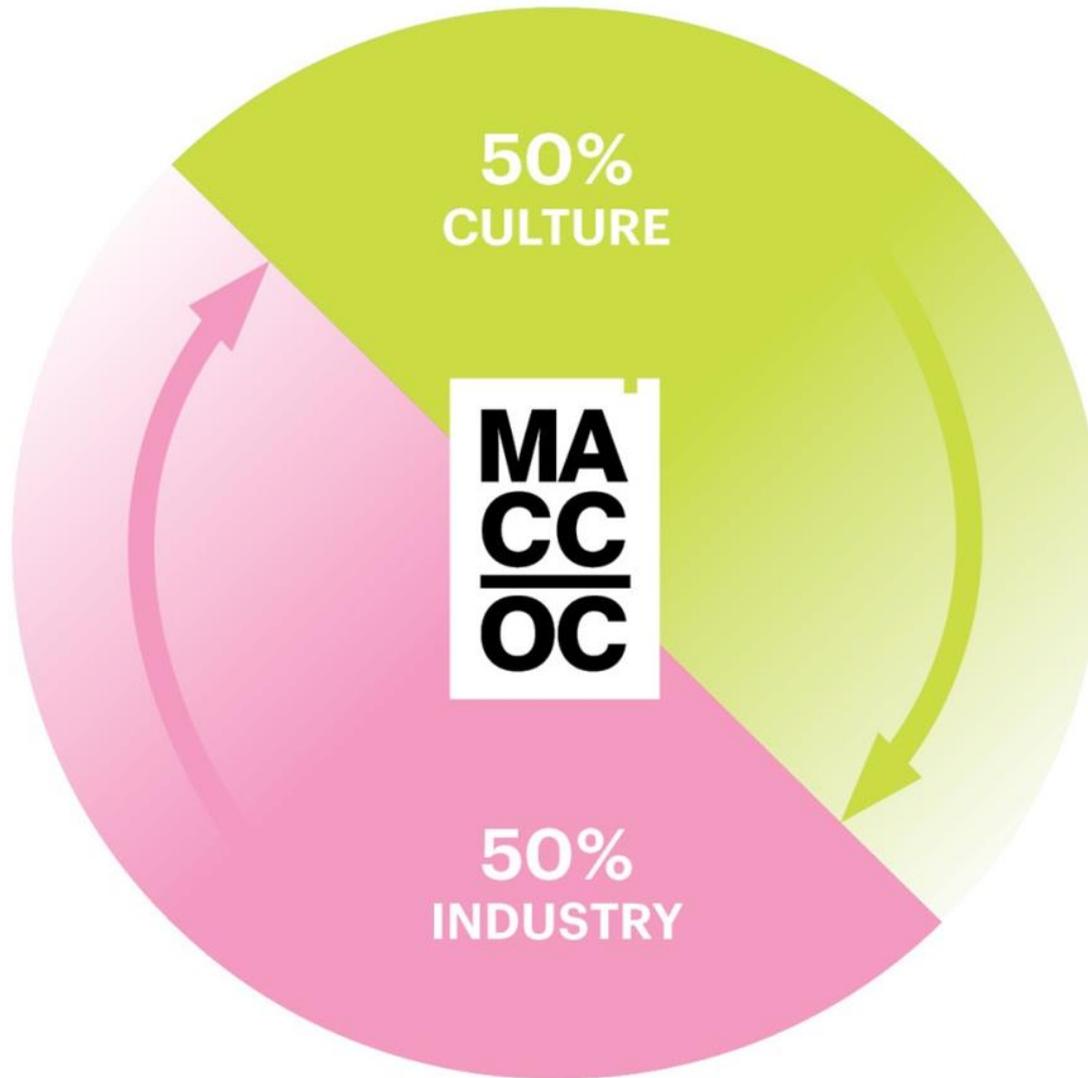


MACC



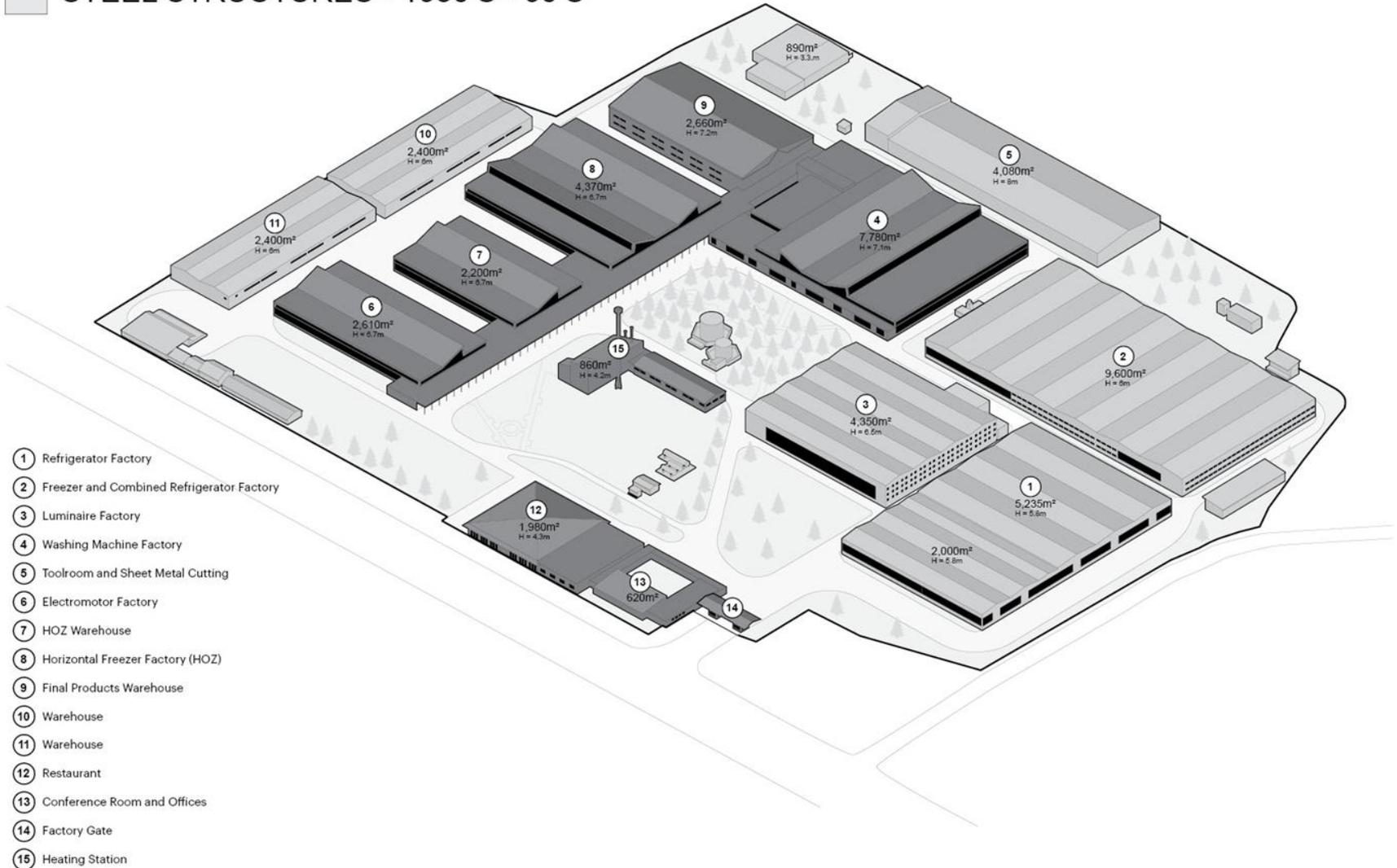
Quick Overview

- **133,000 m2 development in the city of Cetinje**
- **Over 50,000 m2 available for development**
- **Range of industries available**
- **Integrated cultural amenities and venues (50% Culture and 50% Industry)**
- **Unique and rare development opportunity**



Existing Buildings

- CONCRETE STRUCTURES - 1970'S
- STEEL STRUCTURES - 1980'S - 90'S



Demolished Buildings

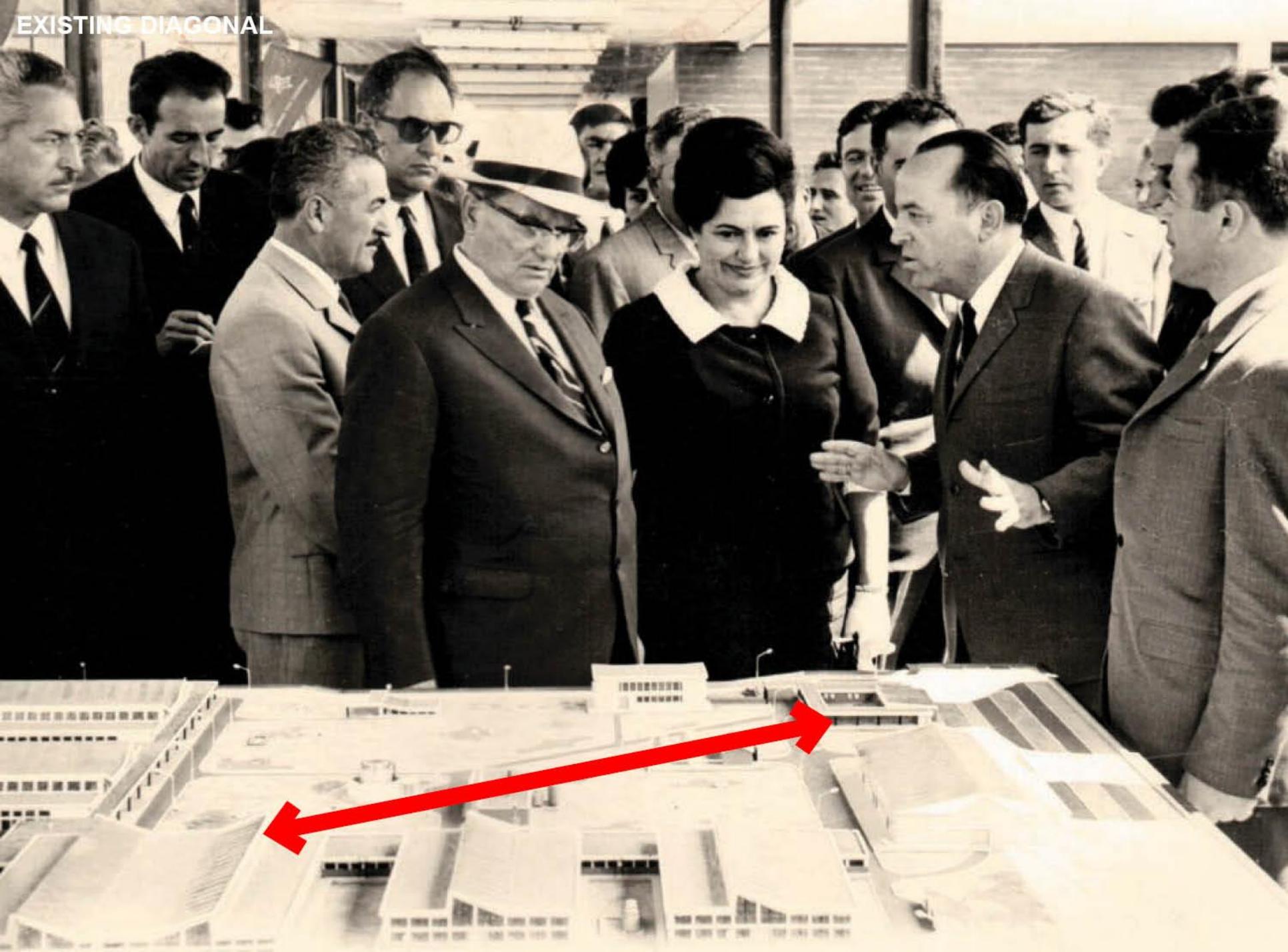
- DEMOLISHED STRUCTURE
- CONCRETE STRUCTURE
- STEEL STRUCTURE



0 100M



EXISTING DIAGONAL

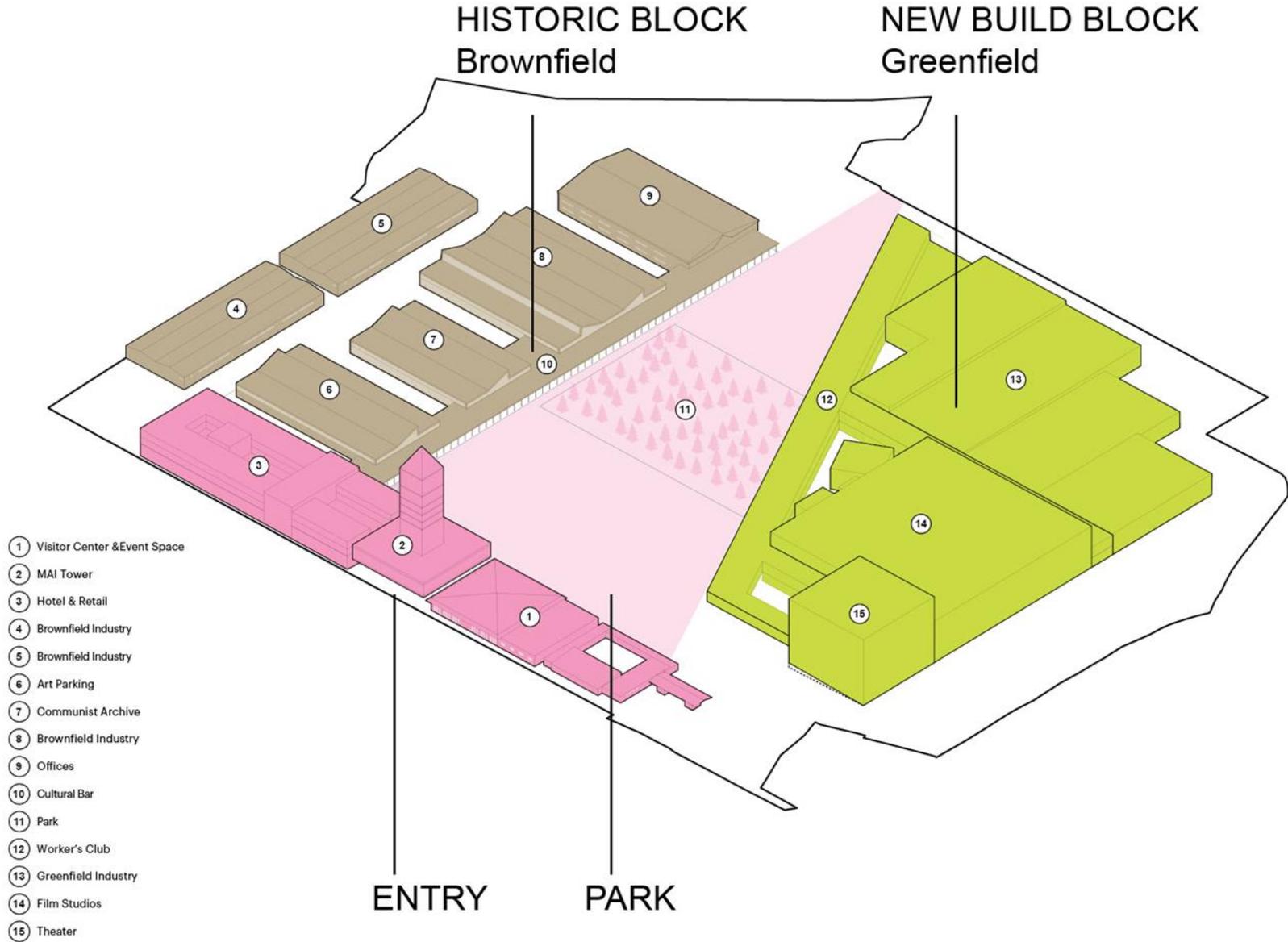


MOUNTAIN

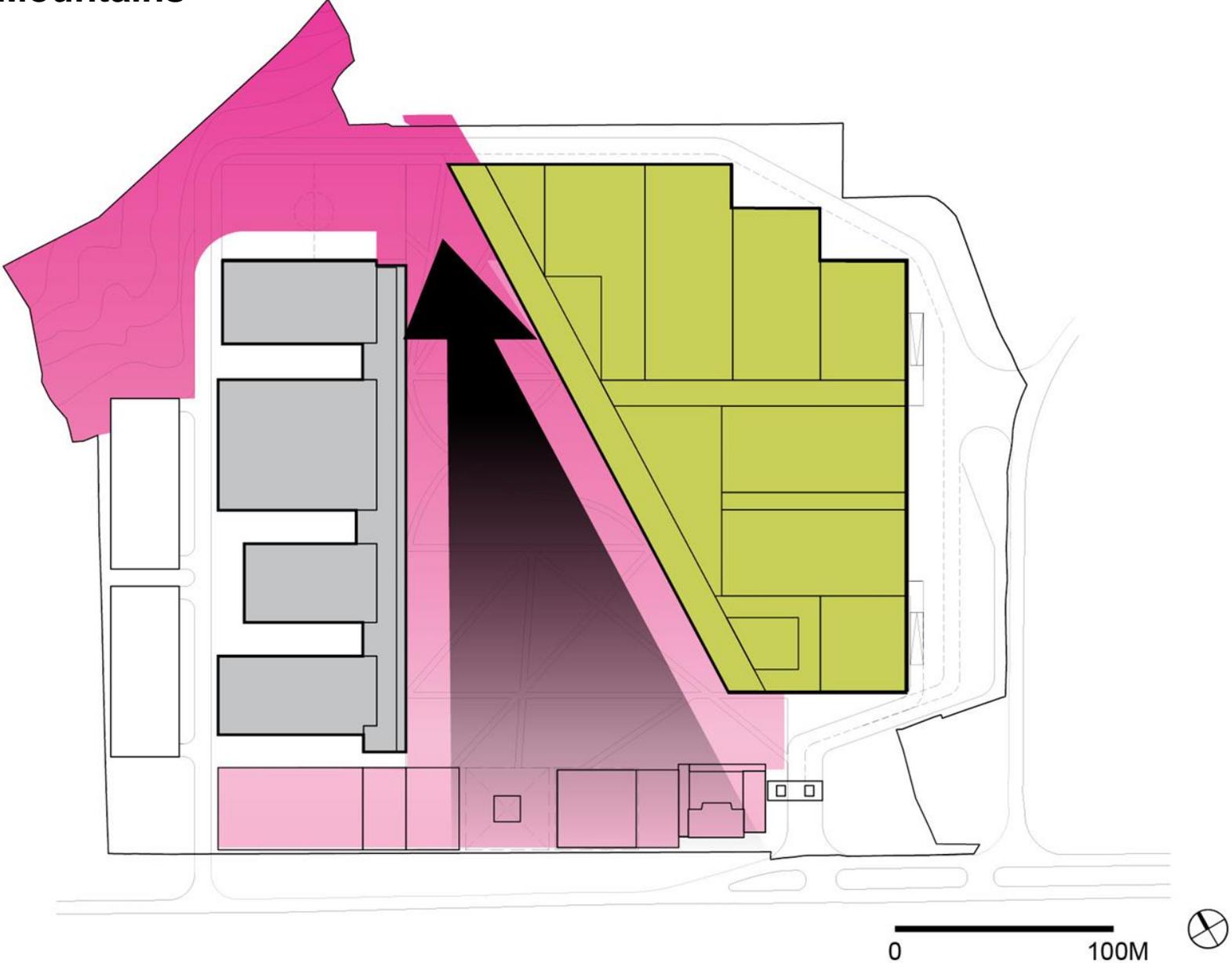




Masterplan



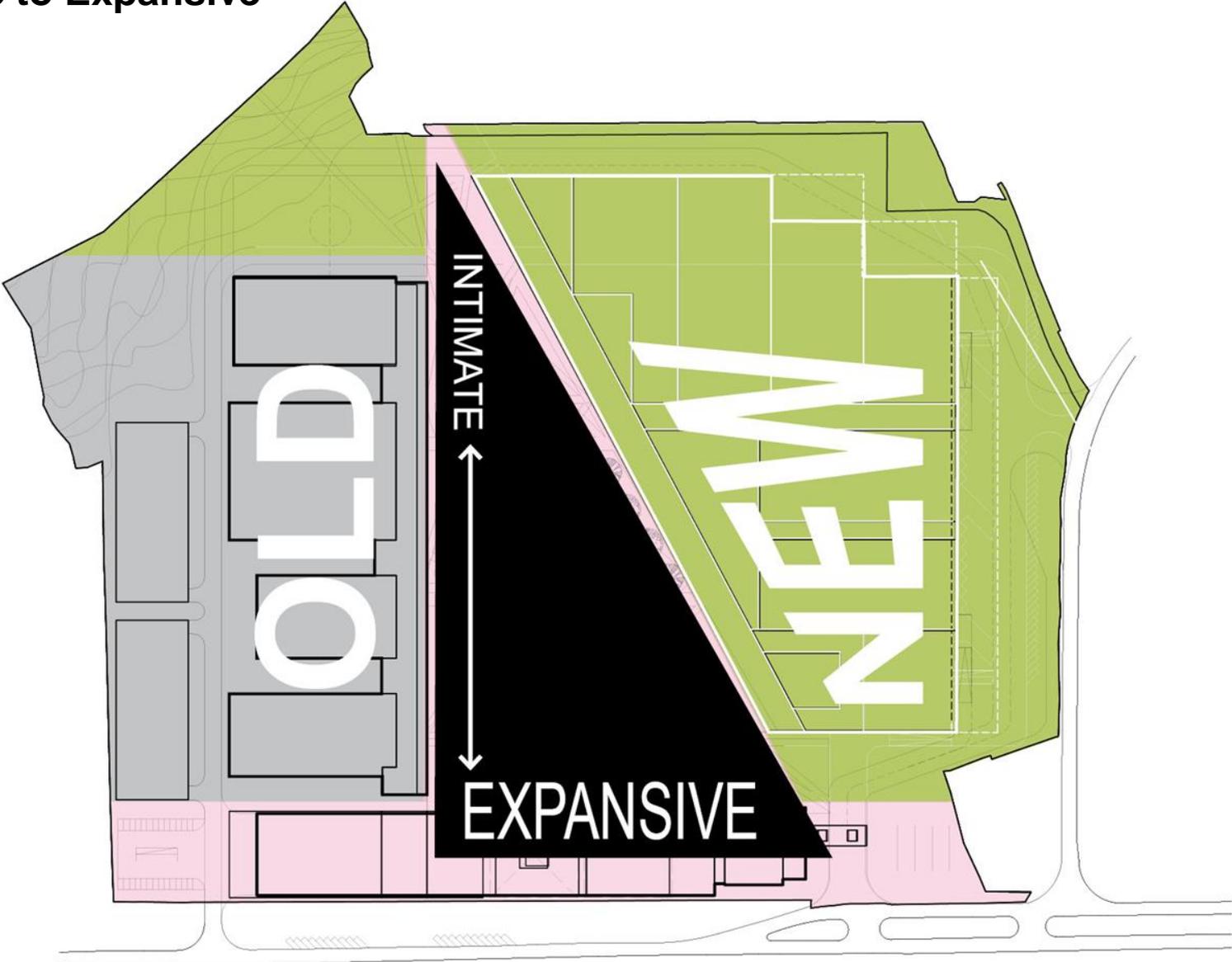
Axis to Mountains



Three Zones



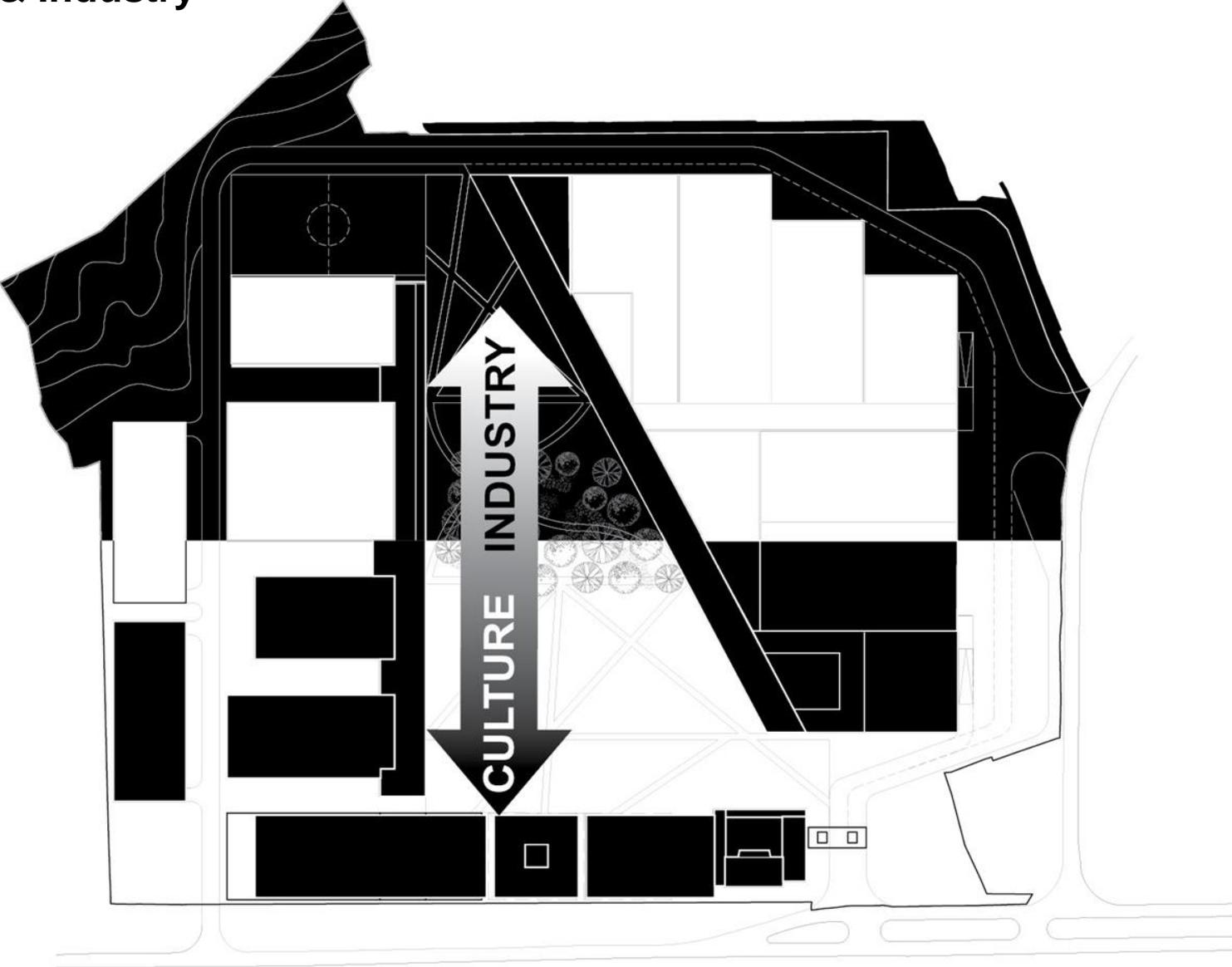
Intimate to Expansive



0 100M



Culture & Industry



Masterplan

BROWNFIELD INDUSTRY
4,370m²

COMMUNIST ARCHIVE
2,190m²

BROWNFIELD INDUSTRY
2,400m²

ART PARKING
2,610m²

HOTEL & RETAIL
10,960m²

MAI
2,500m²

VISITORS CENTER +
EVENT SPACE
2,640m²

OFFICE
5,400m²

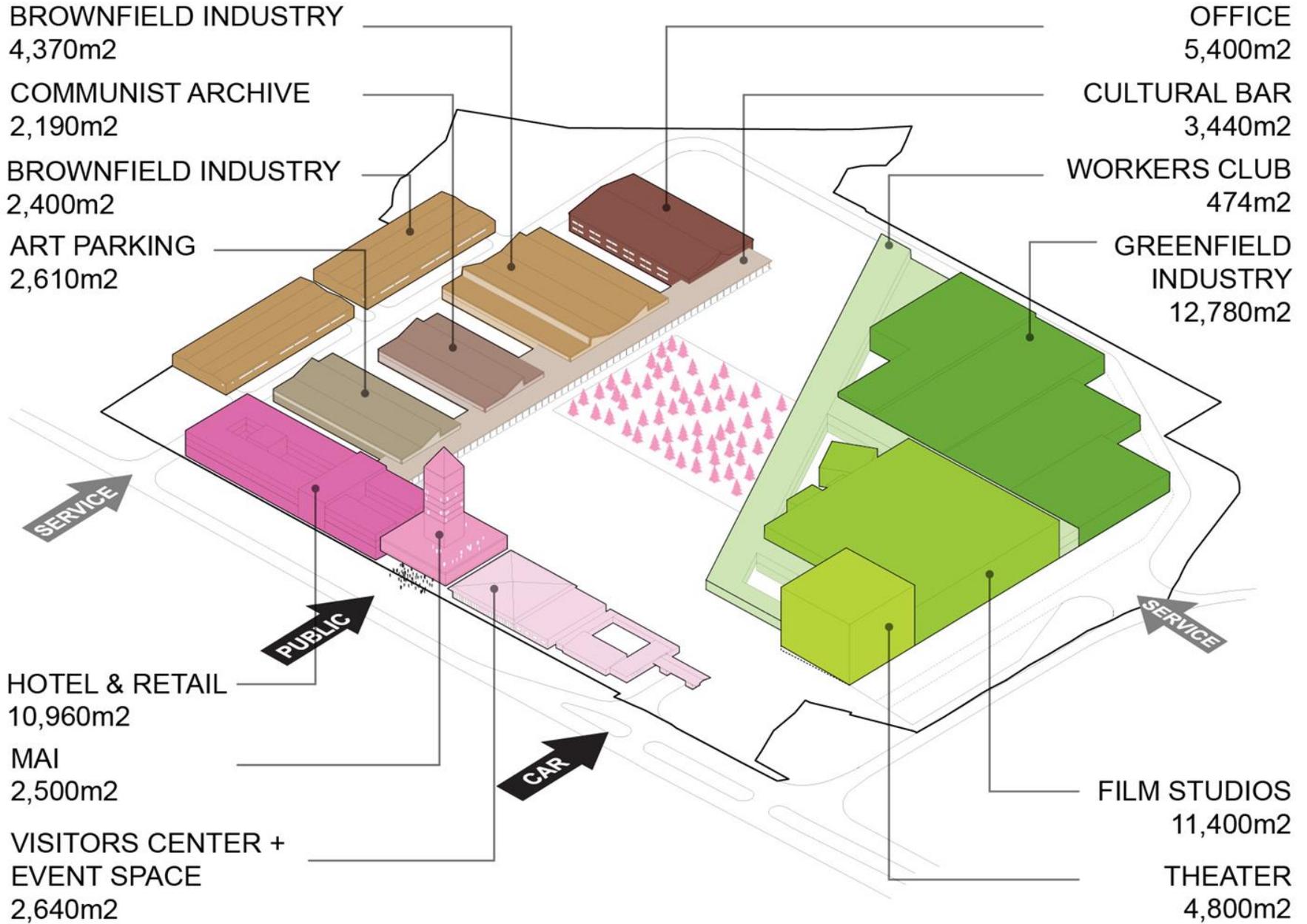
CULTURAL BAR
3,440m²

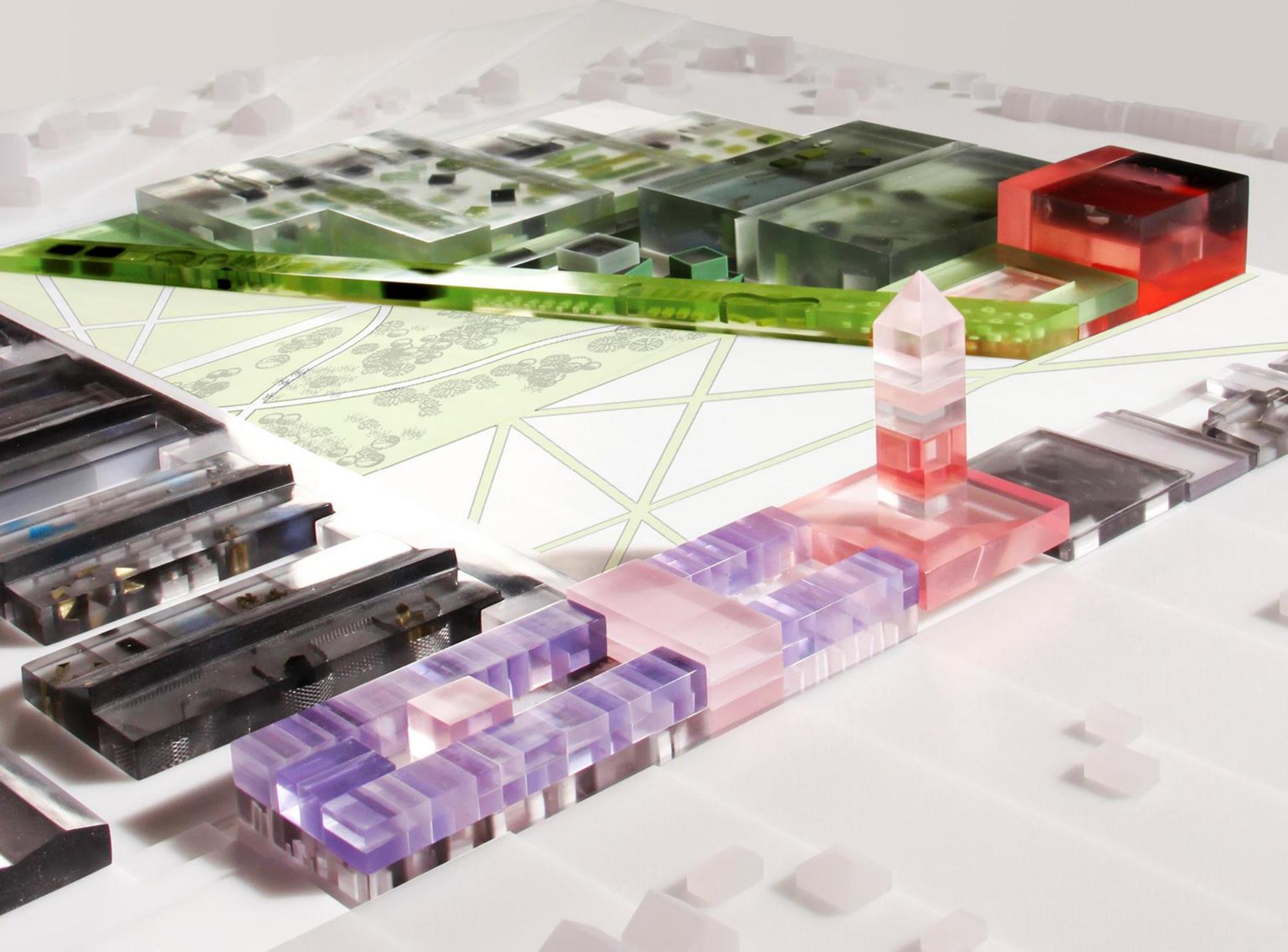
WORKERS CLUB
474m²

GREENFIELD
INDUSTRY
12,780m²

FILM STUDIOS
11,400m²

THEATER
4,800m²





Cultural Ambitions

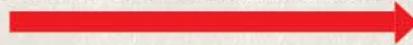


***“The ‘Marina Abramovic Cetinje Community Center Obod’ will be a place for production, presentation, distribution and development of different art forms like performance art, dance, theater, opera, film, video, music as well as the space of interest in architecture, science and new technologies.”
– Marina Abramovic***

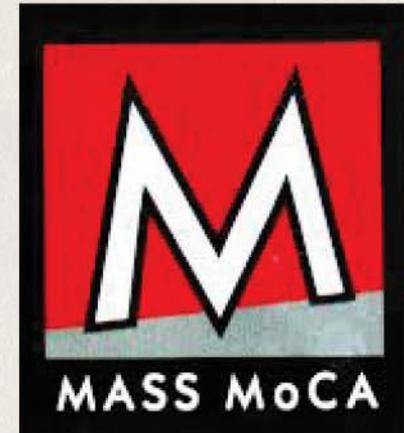
MASS MOCA, NORTH ADAMS, MASSACHUSETTS



€ 14,9 m
TOTAL PUBLIC CONTRIBUTION



€ 125 m
ECONOMIC IMPACT over 10 years





Opening 1999
5:1 ratio



2011
1.3:1 ratio

Unused Area

Commercial

Cultural

€1.2M COMMERCIAL REVENUE/YEAR
700% INCREASE OF COMMERCIAL AREA

INICIJALNO JAVNO FINANSIRANJE VODI KA VELIKIM EKONOMSKIM BENEFICIJAMA

INITIAL PUBLIC FUNDING LEADS TO LARGE ECONOMIC BENEFITS



**MANCHESTER
CITY COUNCIL**

€ 10m
TOTAL PUBLIC CONTRIBUTION



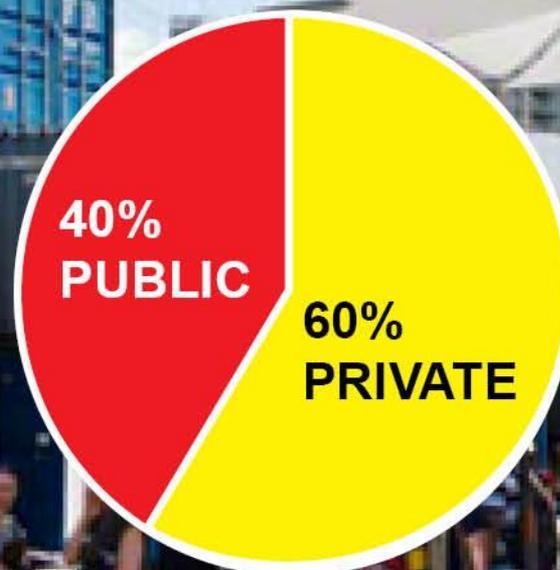
€ 150 m
ECONOMIC IMPACT OVER 18 DAYS



**MANCHESTER
INTERNATIONAL
FESTIVAL**

USPEŠNE KULTURNE ORGANIZACIJE PRIVLAČE POSLOVANJE

SUCCESSFUL CULTURAL ORGANIZATIONS ATTRACT BUSINESSES



2011 BUDGET £11.3m



Dr Dee
Damon Albarn & Rufus Norris



Amadou & Mariam performing Eclipse

240,000 Visitors per 18 days



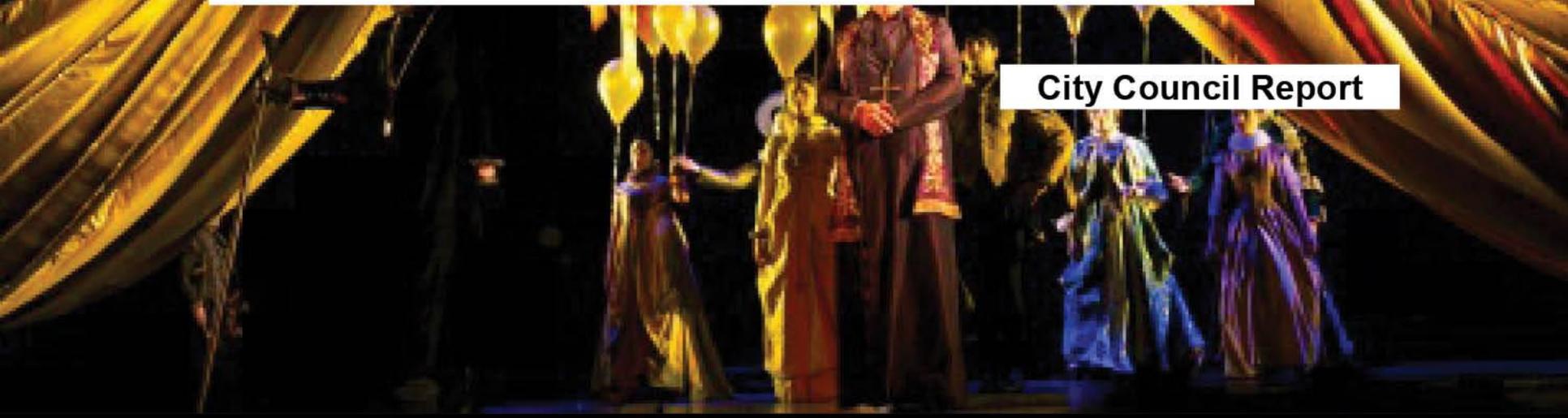
Bjork's Biophilia



Snoop Dogg, Doggystyle



The Manchester International Festival drives economic development by substantially raising the profile of Manchester, draws in tourism and attracts inward investment by positioning the City as an international centre for culture. The 2011 Festival achieved an estimated economic impact value of £37.6m.



City Council Report

MACCOC IDENTITY

*BUILT THROUGH SPECIAL
EVENTS AND INSTALLATIONS*

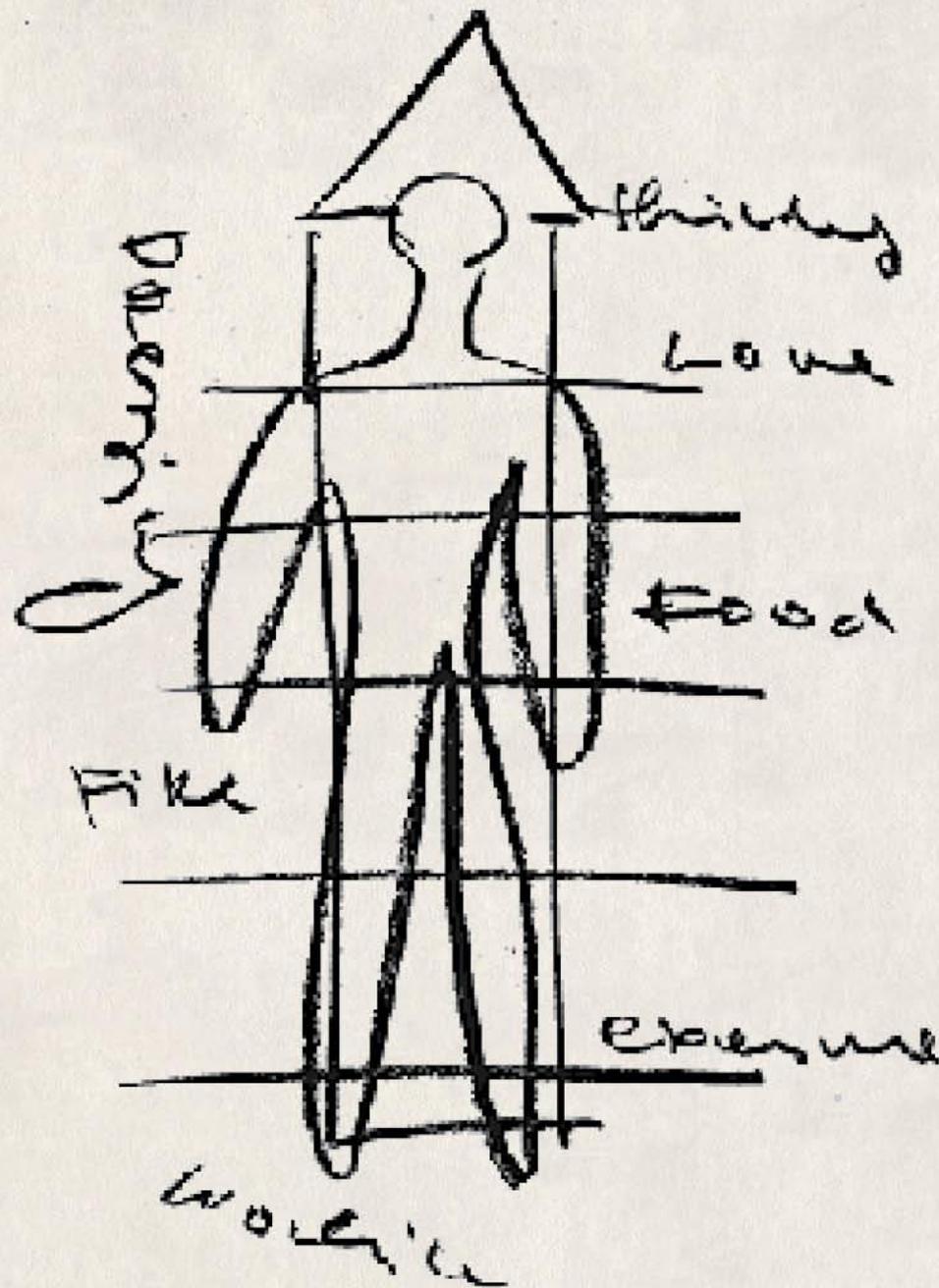


BUSINESS

*CURATION OF INDUSTRIES AND JOBS
WITH ATTRACTIVE INCENTIVES*

VISITORS

*INTERNATIONAL PUBLIC INTEREST
A GROWING AUDIENCE*



Approach to Cetinje



TOWER REFERENCES





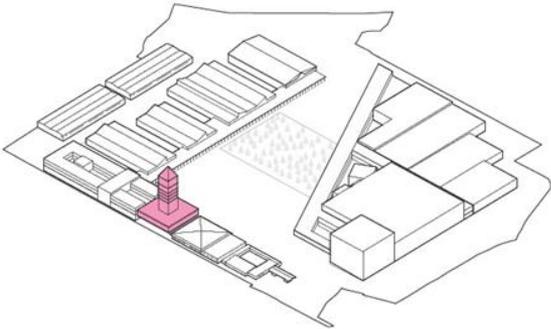
Marina Abramovic Institute Tower Section



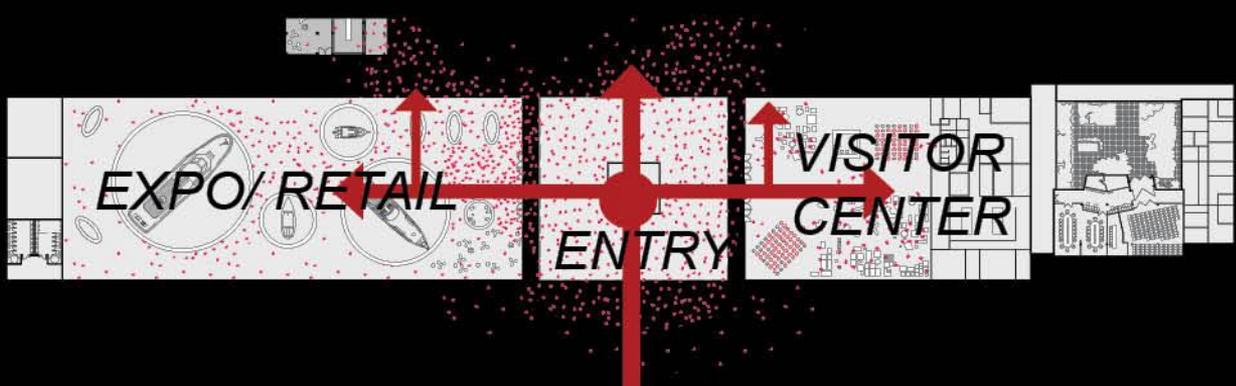
MACCOC FROM SOUTH



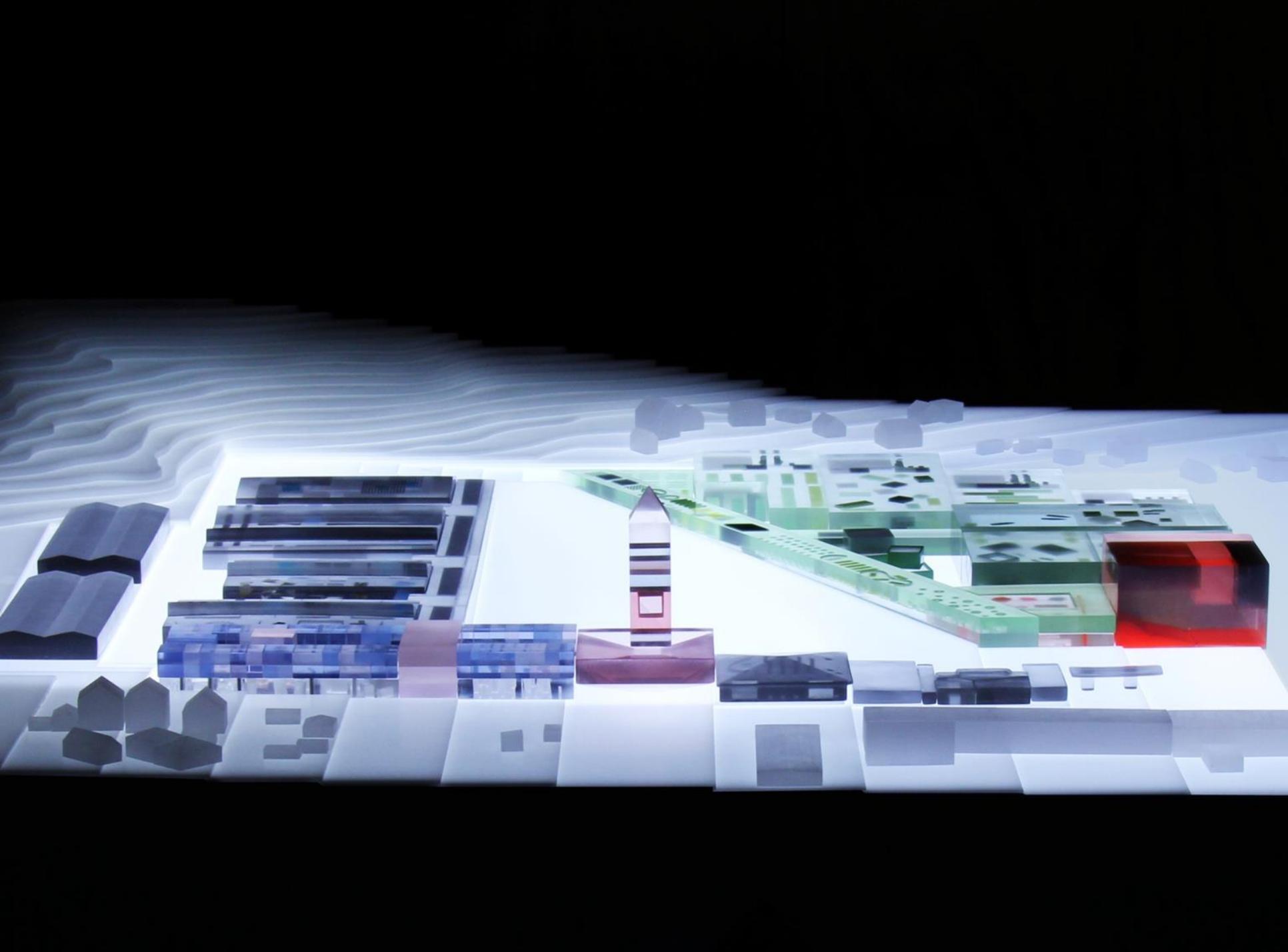
Marina Abramovic Institute Tower



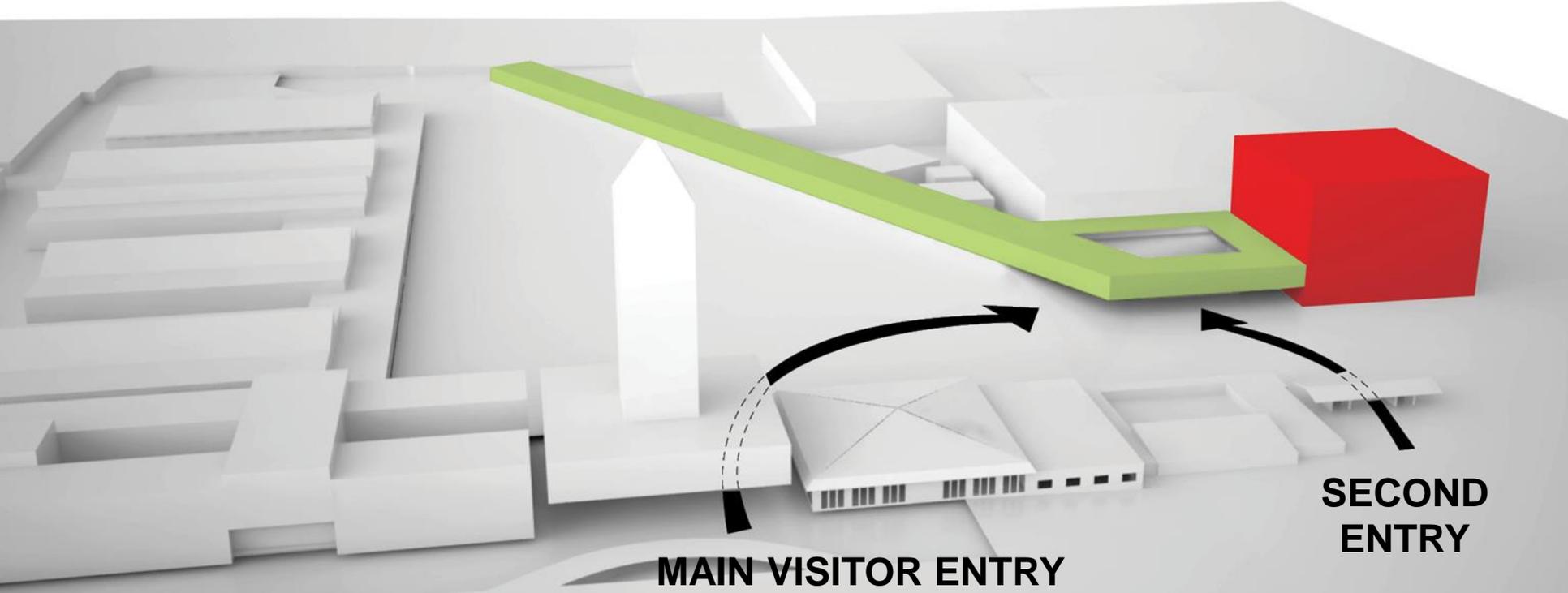
PUBLIC ENTRY PLAZA



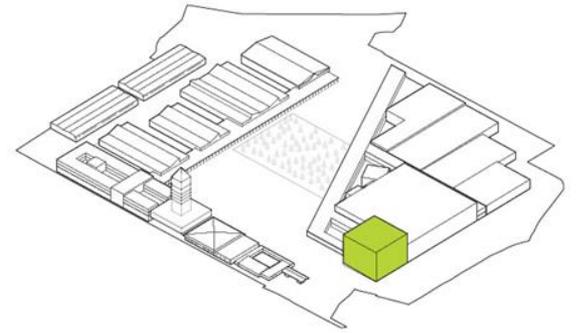




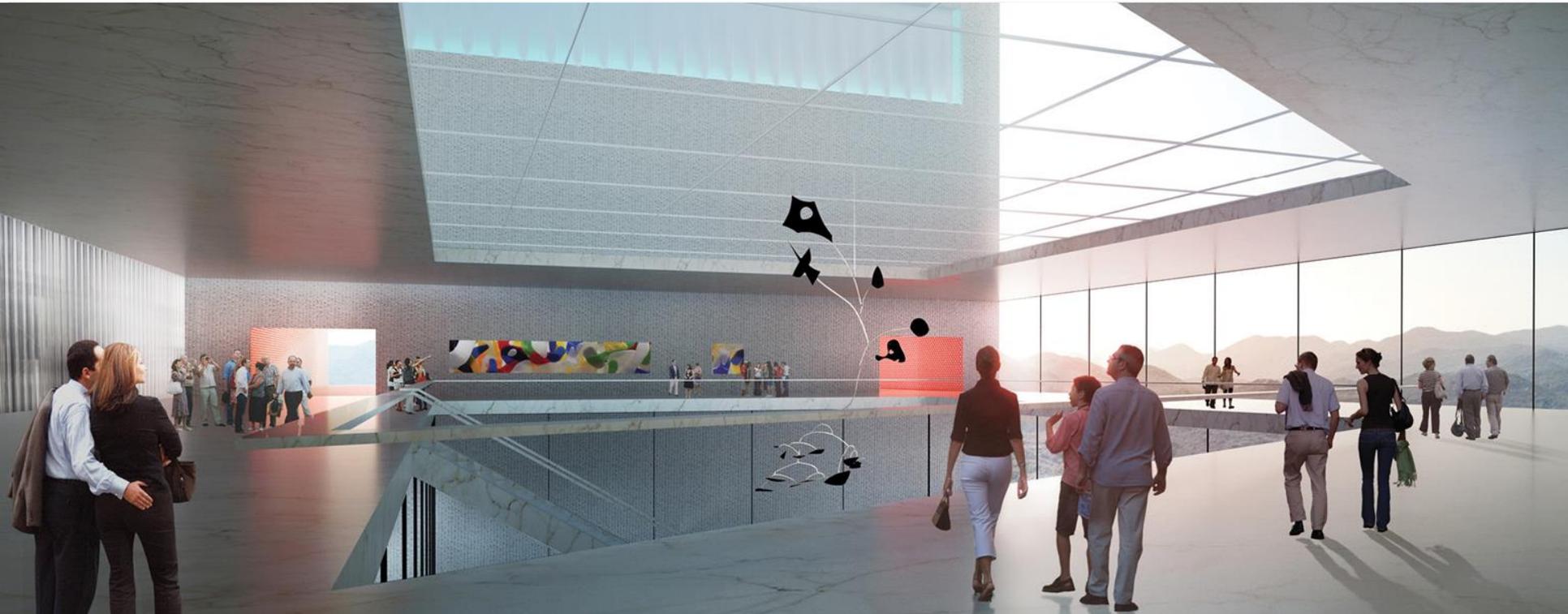
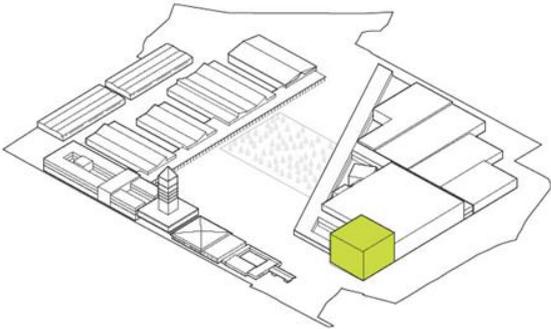
Accommodates Two Entries

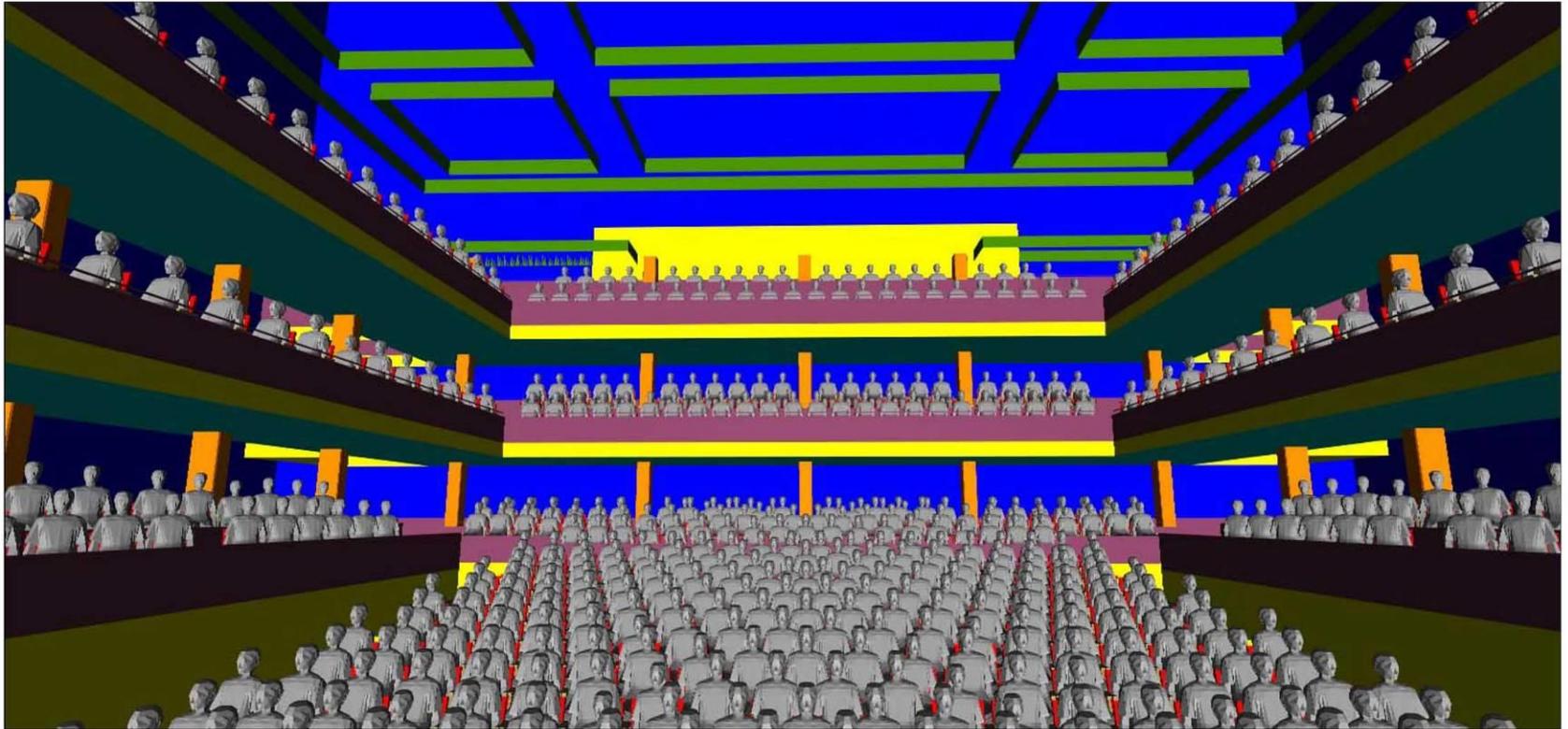


Theater Entry

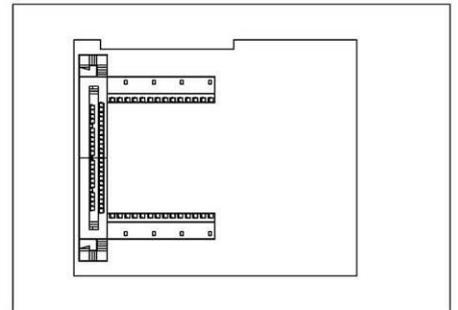
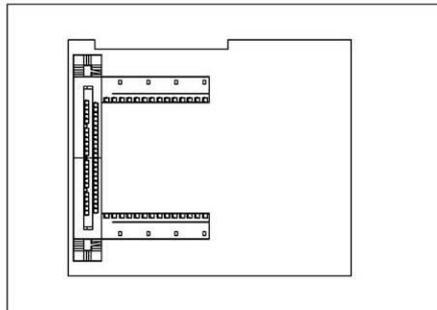
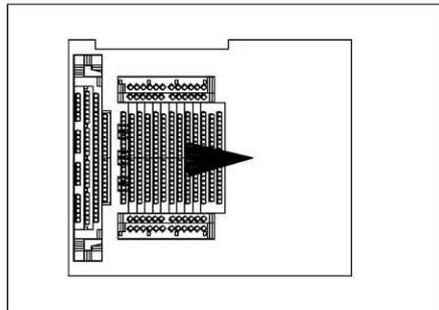


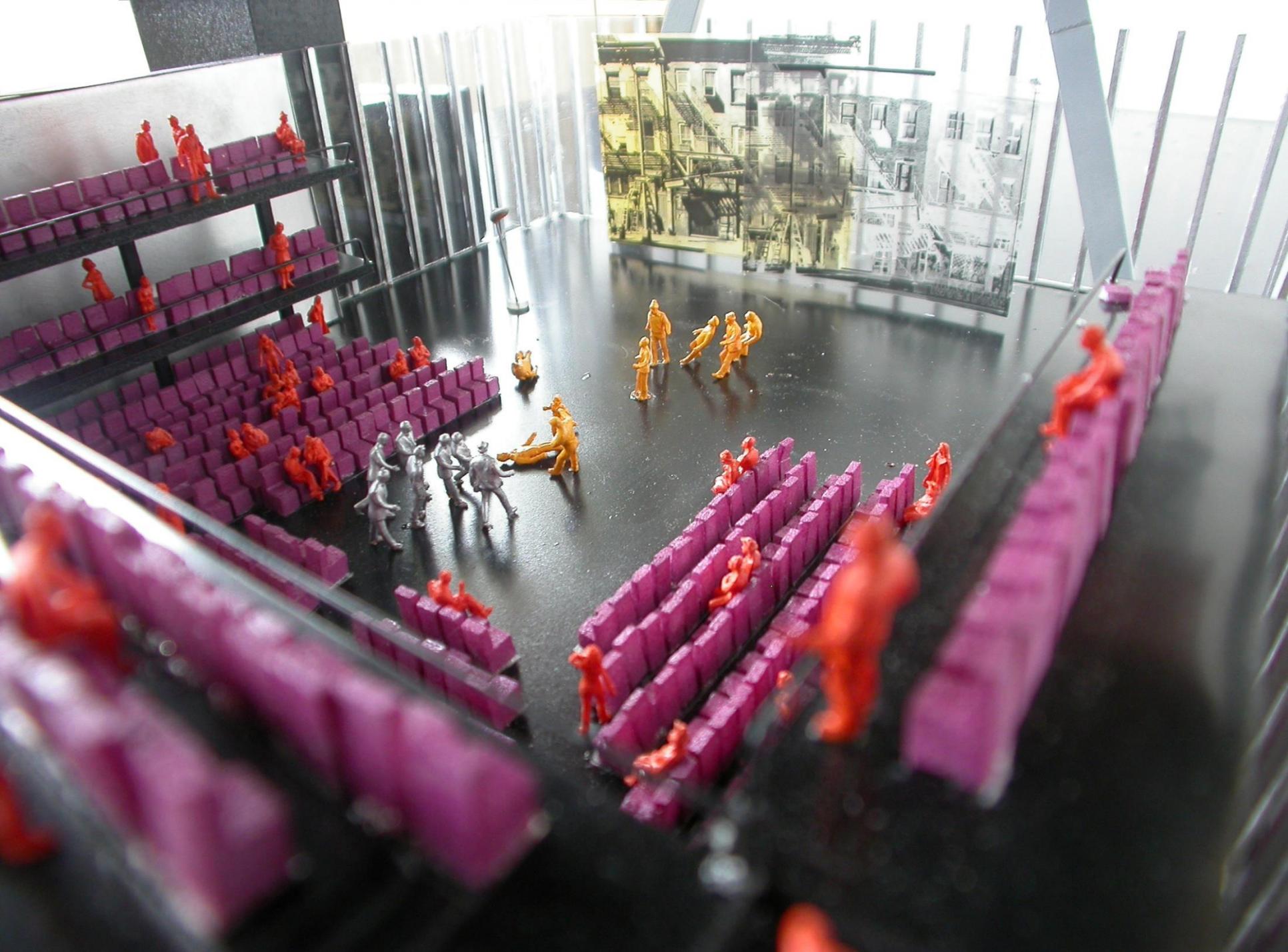
Theater





END STAGE

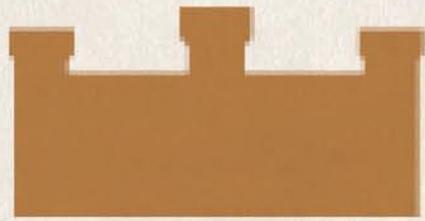
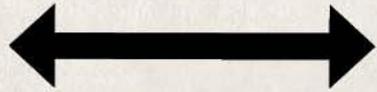




Proposed a Cultural Program to activate MACCOC

MACCOC AS A KEY PIT STOP FOR TRAVELLING EXHIBITIONS

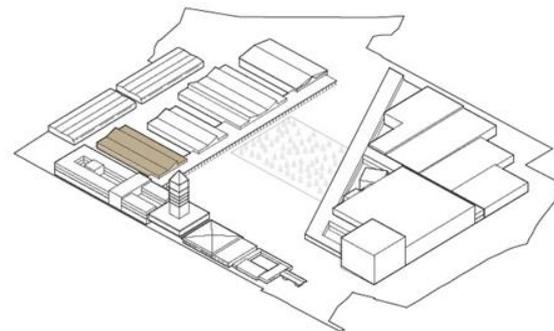




PARK AVENUE ARMORY

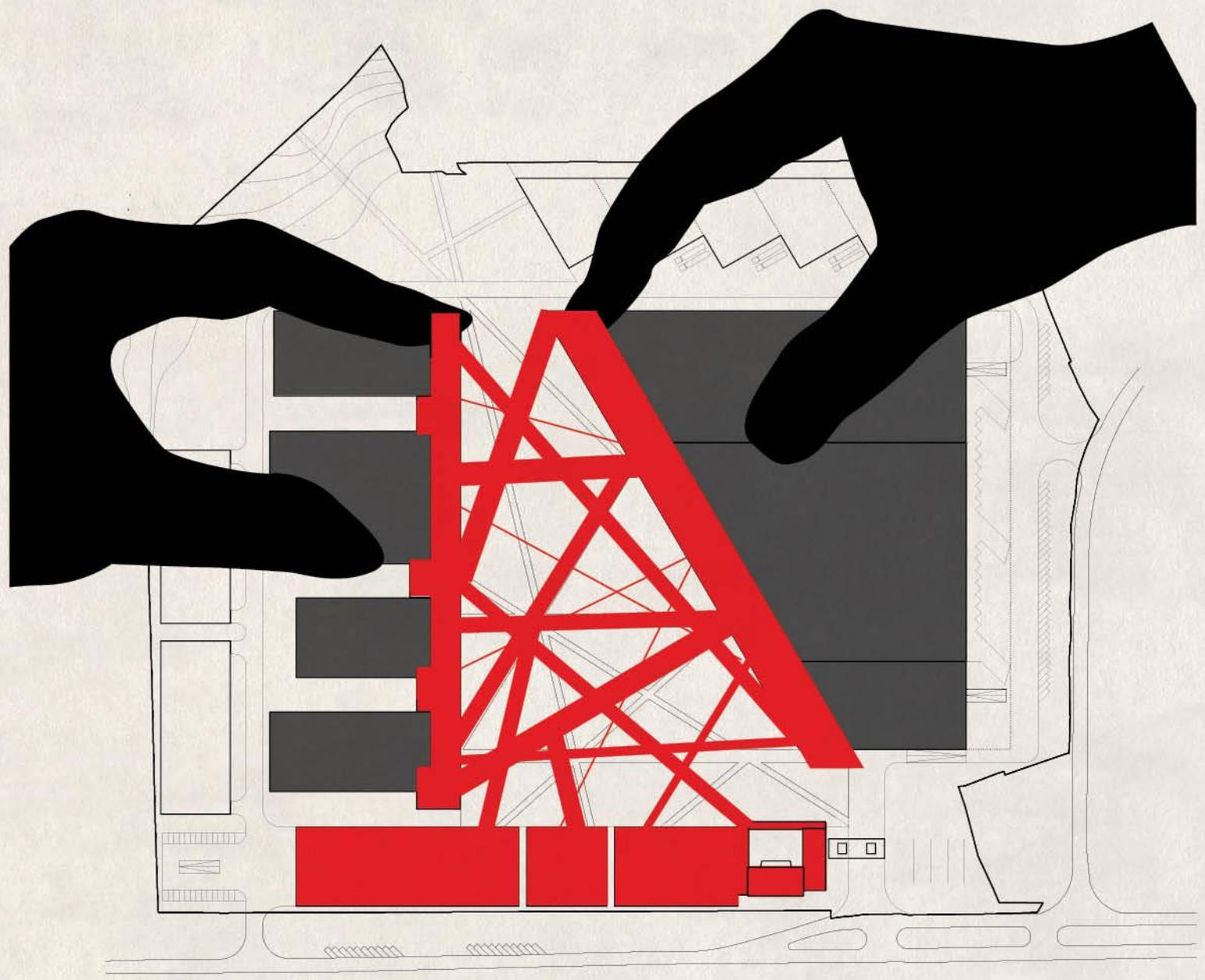


Art Parking



**Ring of Social
Spaces act as a
social condenser**

SOCIAL CONDENSER



Today's WORKER'S CLUB

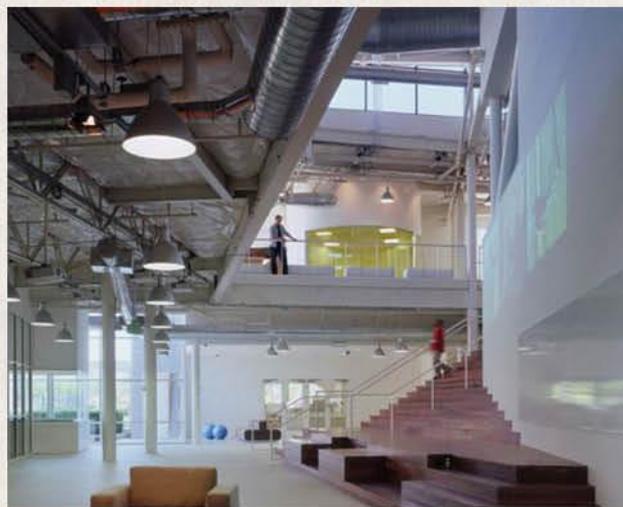
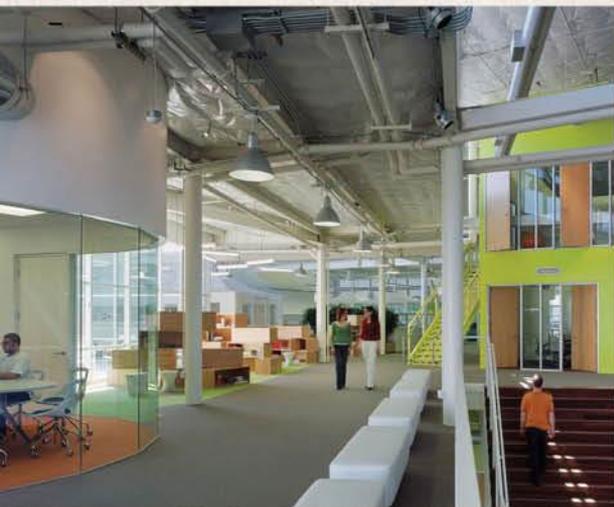
GOOGLE





First Floor Plan

GOOGLE - Mountainview CA

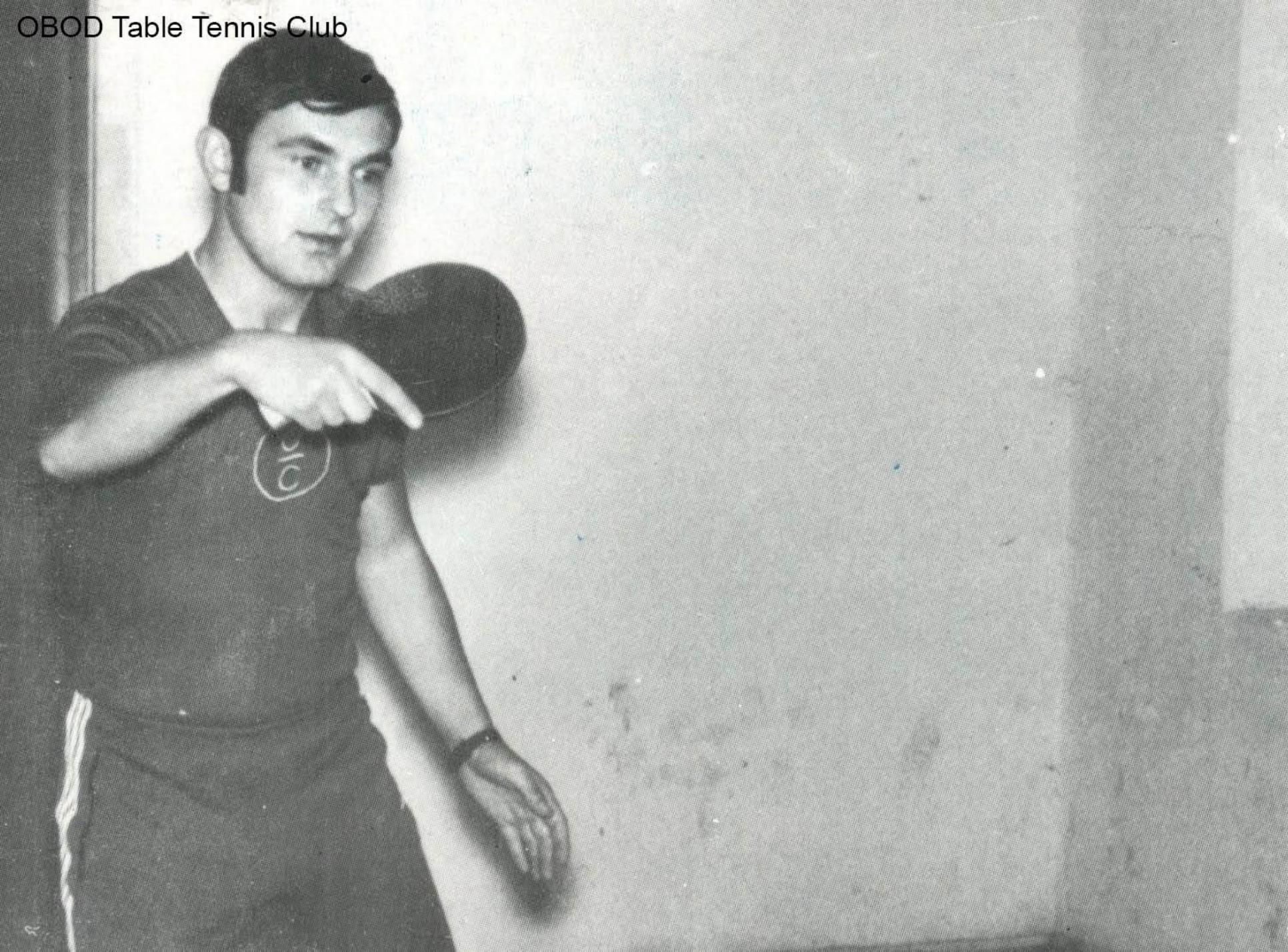


War Workers' Club



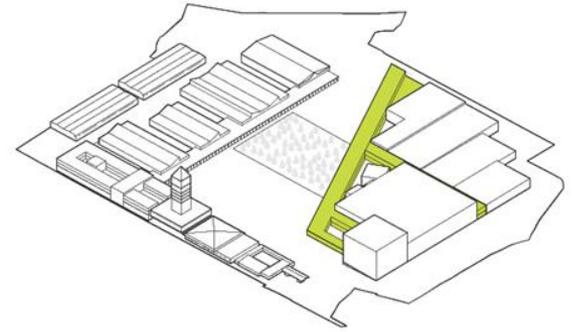
Google Cantine



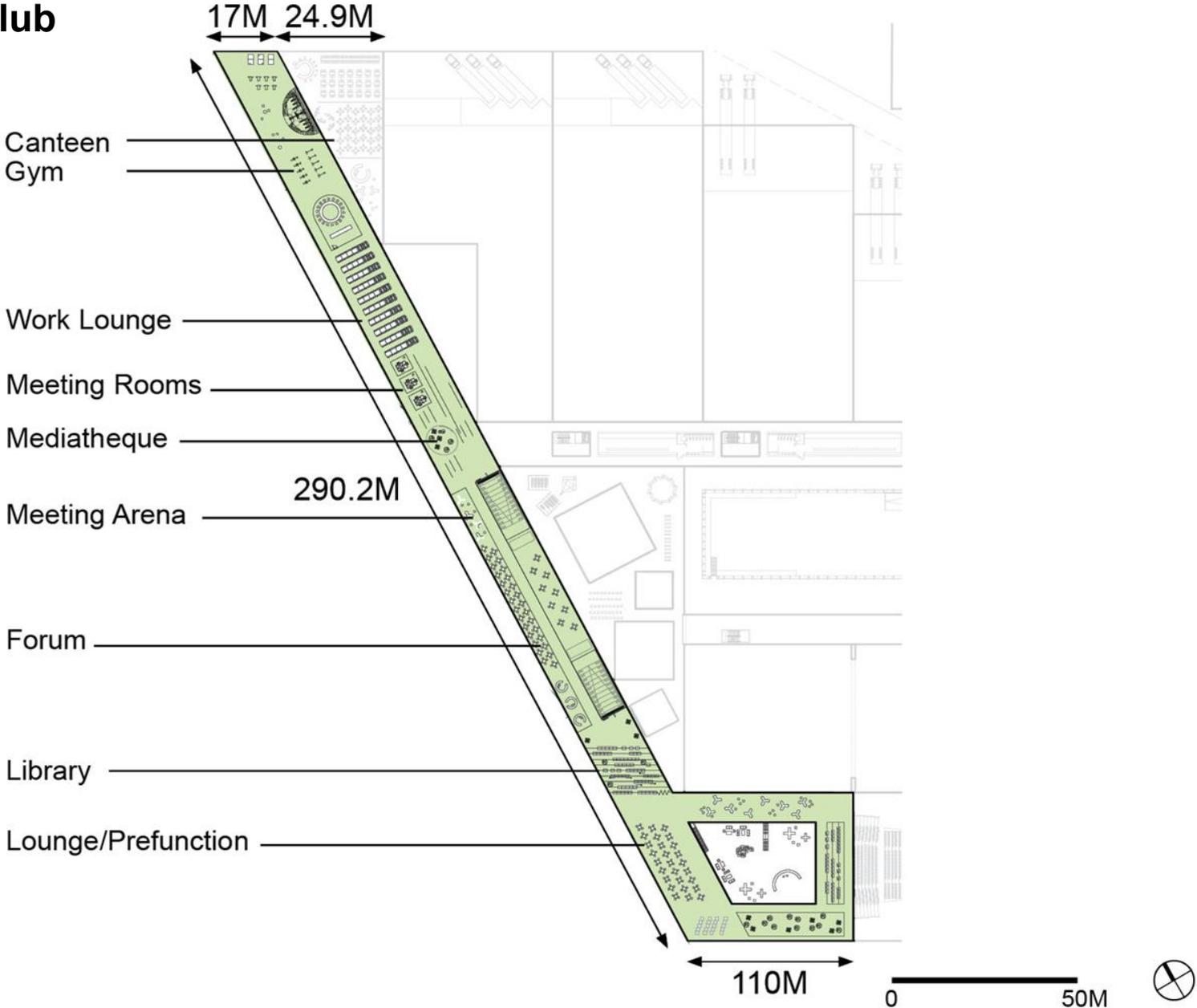




Worker's Club



Worker's Club



PARK VIEW



Investment Opportunities

Investment Opportunities



Investment Opportunities

FILM STUDIOS
11,400 m²

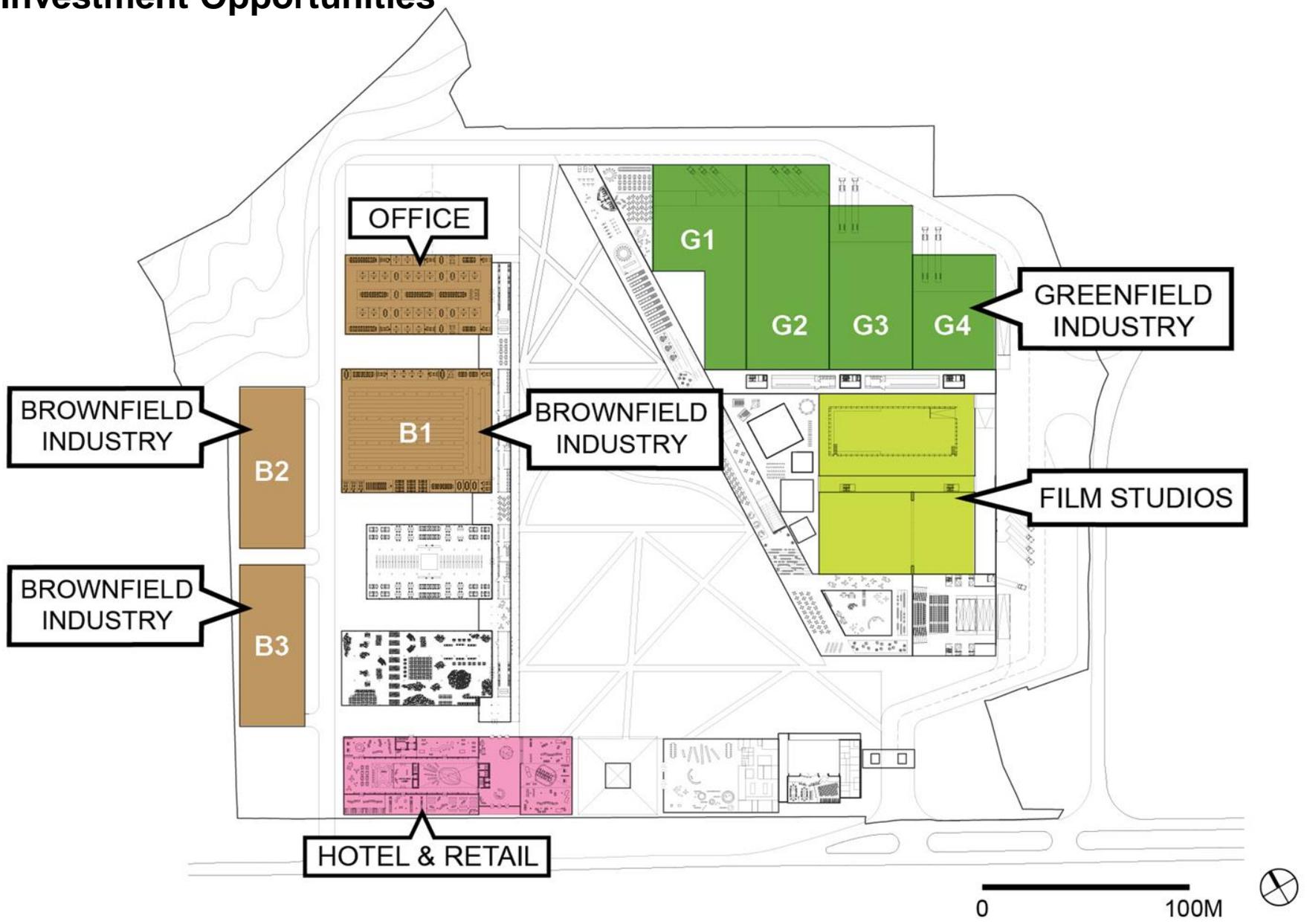
GREENFIELD DEVELOPMENT
12,780 m²

HOTEL & RETAIL
7,500 m² / 100 room occupancy

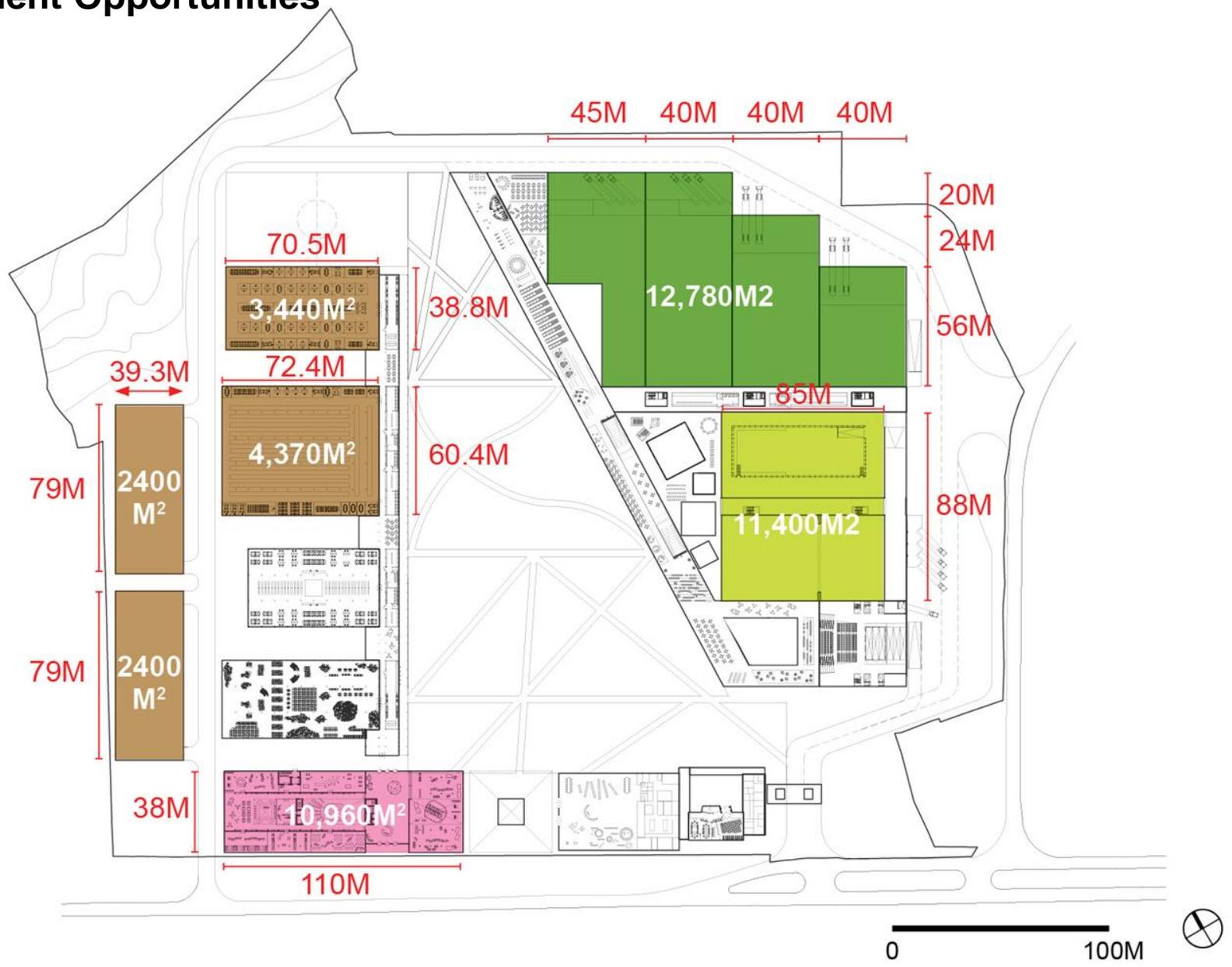
BROWNFIELD DEVELOPMENT
4,370 m²



Investment Opportunities



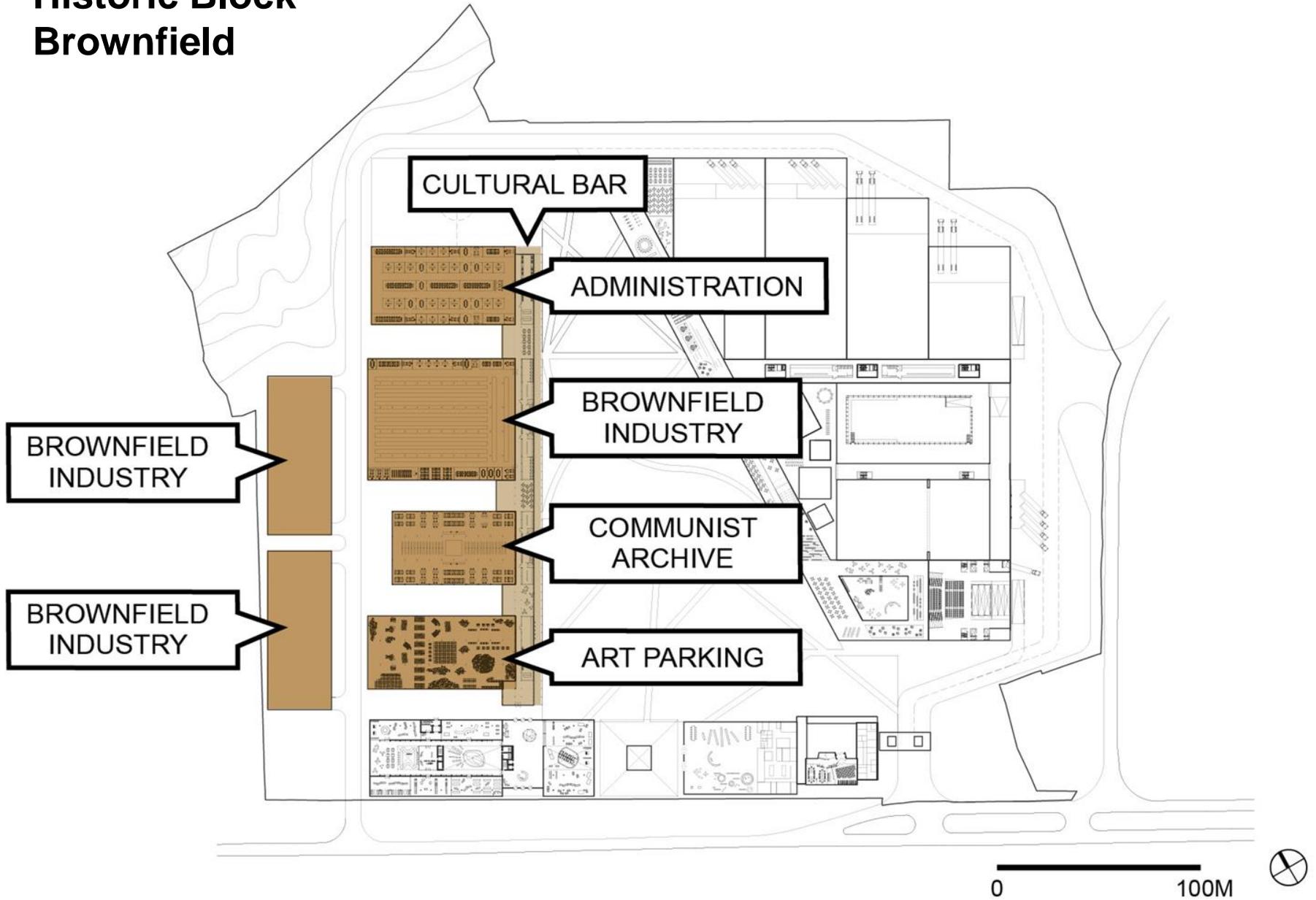
Investment Opportunities



Brownfield Development

- **Existing concrete structures to accommodate both industry and offices**

Historic Block Brownfield



Brownfield Development

TOTAL BUILDING AREA

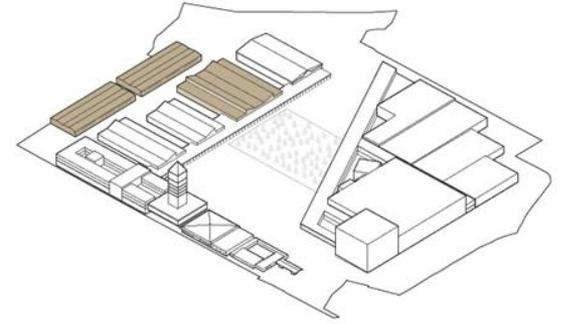
B1 4,370 m²
B2 2,400 m²
B3 2,400 m²

COLUMN GRID

B1 6m x 12m
B2 8m x 15m
B3 8m x 15m

HEIGHT

B1 6.7 - 10.7m
B2 6 - 7m
B3 6 - 7m

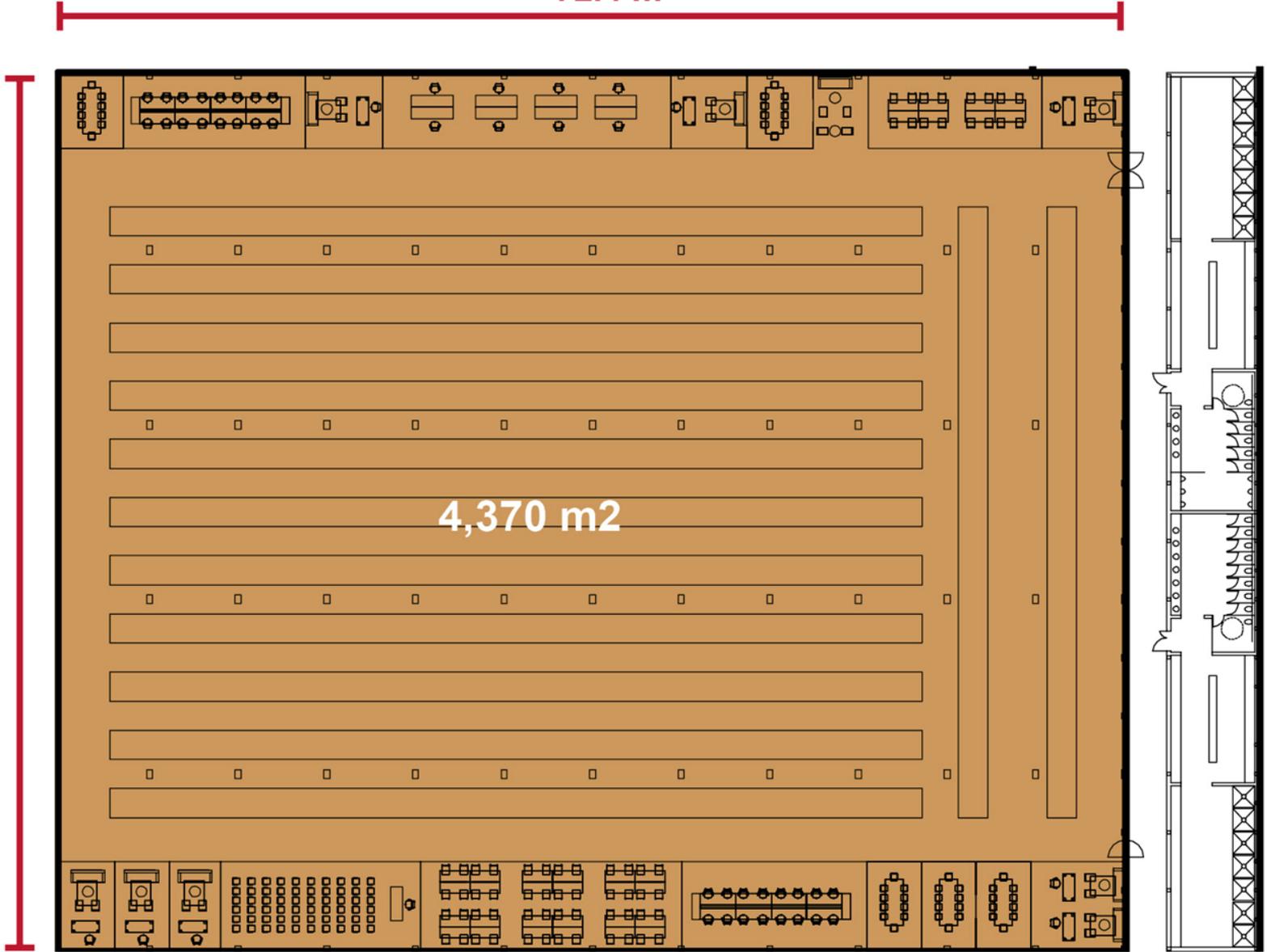


Brownfield Industry

72.4 m

60.4 m

4,370 m²



0 m

25 m

Offices

TOTAL BUILDING AREA

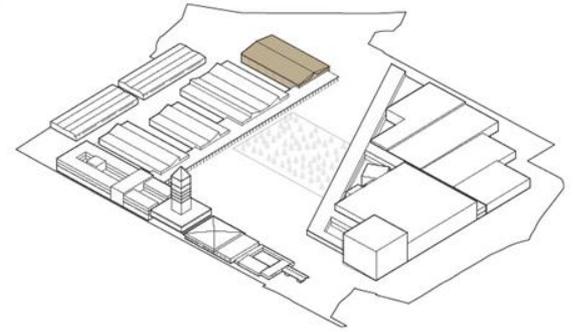
B1 4,370 m²
B2 2,400 m²
B3 2,400 m²

COLUMN GRID

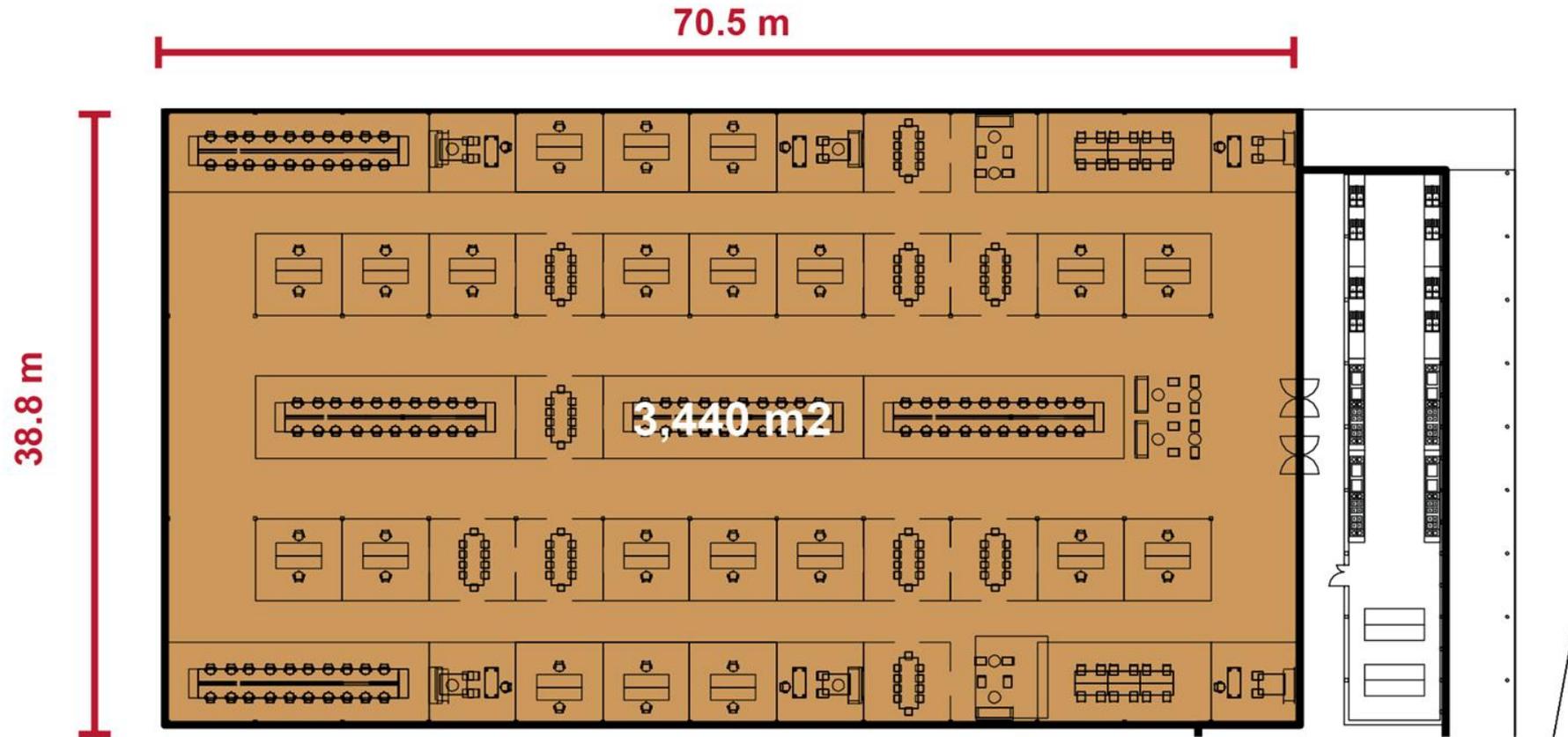
B1 6m x 12m
B2 8m x 15m
B3 8m x 15m

HEIGHT

B1 6.7 - 10.7m
B2 6 - 7m
B3 6 - 7m



Offices



0 m

25 m

Incentives for Brownfield Investment

Incentives for Brownfield Investment

	A. Purchase Land			B. Land Lease			
Workers	20-50 workers	51-80 workers	>81 workers	10-30 workers	31-50 workers	51-80 workers	>81 workers
Compensation for Municipal Utility Equipment for Reconstruction	80%	90%	100%	50%	60%	70%	80%
Property Tax Reduction	100% × 2 years	100% × 2 years + 50% × 2 years	100% × 2 years + 50% × 2 years	80% × 1 year	100% × 1 year + 50% × 1 year	100% × 2 years + 50% × 1 year	100% × 3 years + 50% × 1 year
City To Finance One Intern/ 10 Employees	YES	YES	YES	-	-	-	YES
24/7 Available Officer Of Local Government	-	-	YES	-	-	-	YES

Exemption from Tax on profit for first 8 years

Exemption from person income tax and contribution for Social Security until Dec. 2014

Assistance in preparing a Business Plan & other Documentation

Free Trade Agreement with EU, Russia, Turkey, CEFTA, EFTA, Ukraine (market of over 700 million people)

VAT 17% i 7%

9% tax on corporate profit

Greenfield Development

- **Large spaces provide maximum flexibility**

New Build Block



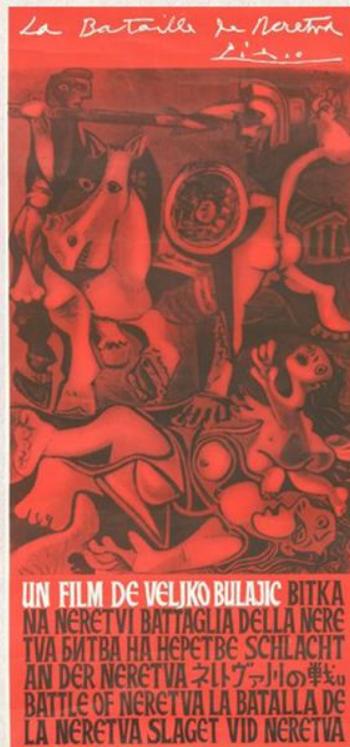
FILM AND MACCOC



1953. LAST BRIDGE
First international co-production.



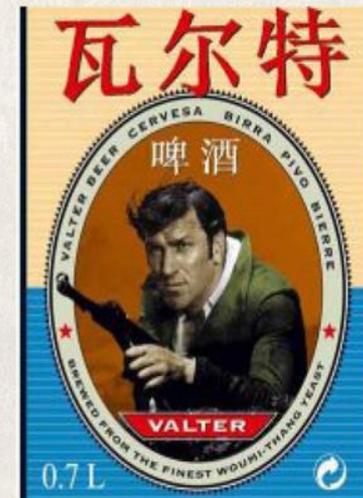
1958 THE TEMPEST
the biggest film set in Europe.



1969. BATTLE ON THE NERETVA
Academy Award nomination.
Poster designed by Pablo Picasso.



Richard Burton as Tito



1976. WALTER DEFENDS SARAJEVO
'Walter' is shown on Chinese national TV every New Year's Eve for 30 years.

Major Production Studios, Eastern Europe

**Barrandov Studios
Prague**

**Korda Studio
Hungary**

**Jadran Film
Zagreb**

**PFI
Belgrade**

Media Pro

**Castel Film
Bucharest**

**Nu Boyana
Sofia**



Film Studio

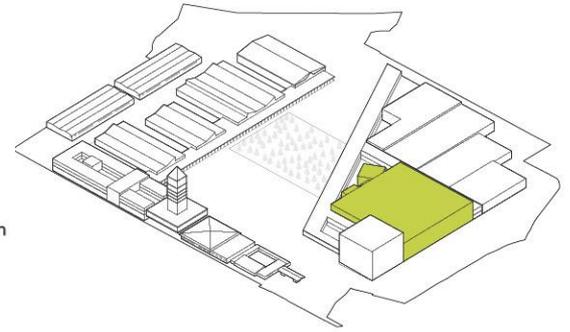
FILM STUDIO TOTAL AREA
11,400 m²

SOUND STAGE AREAS
S1 3,060 m²
S2 3,740 m²

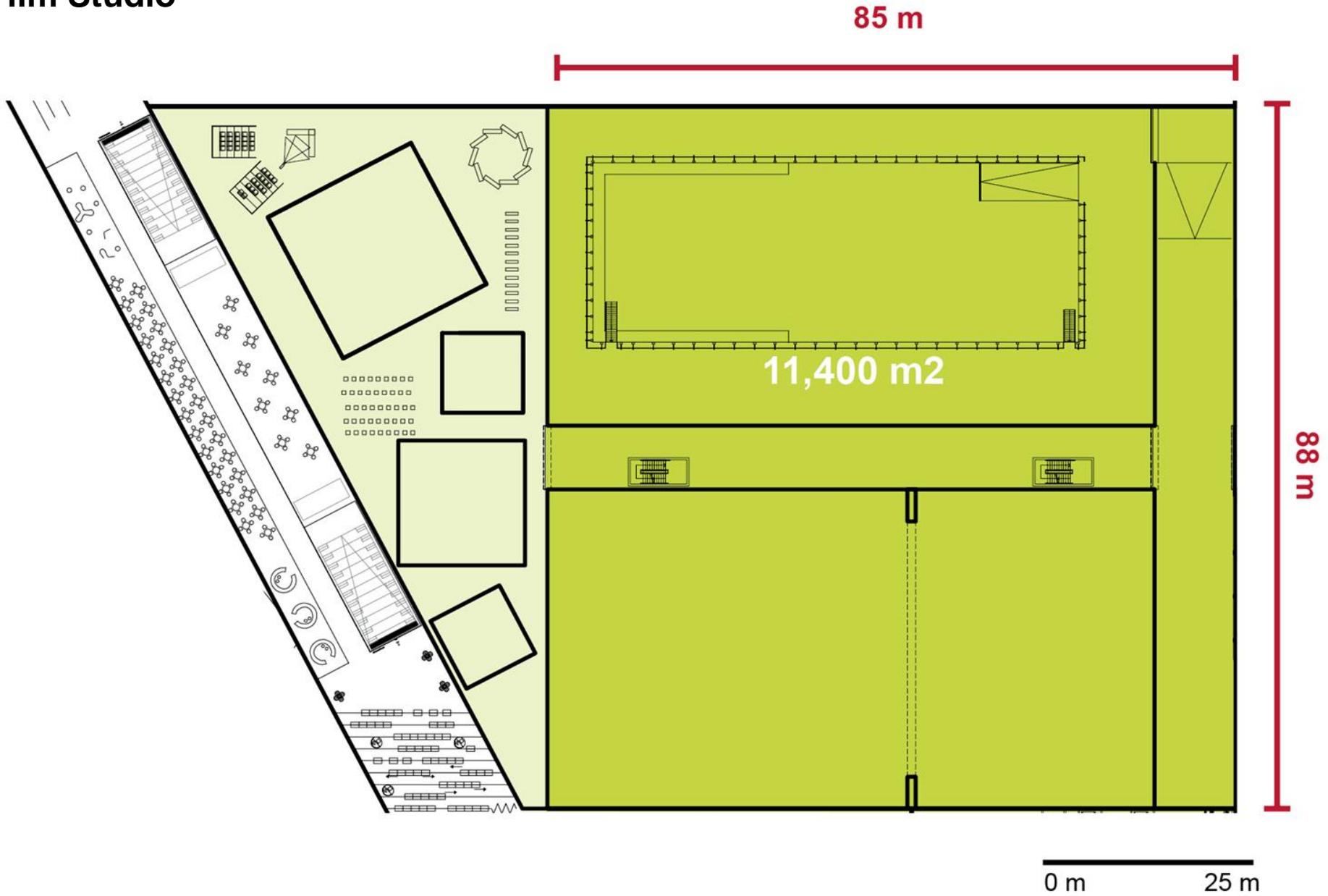
FILM VILLAGE
2,300 m²

COLUMN WIDTH & HEIGHT
Column-Free with heights up to 20m

HEIGHT
up to 20m



Film Studio



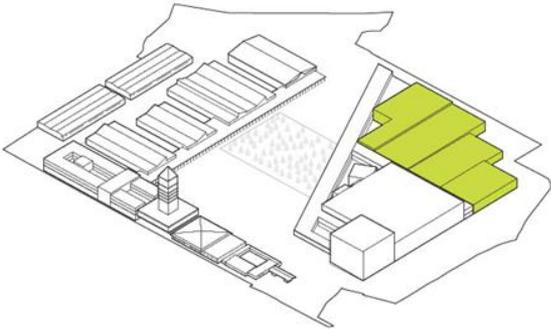
Greenfield Industry

TOTAL AREA
12,780 m²

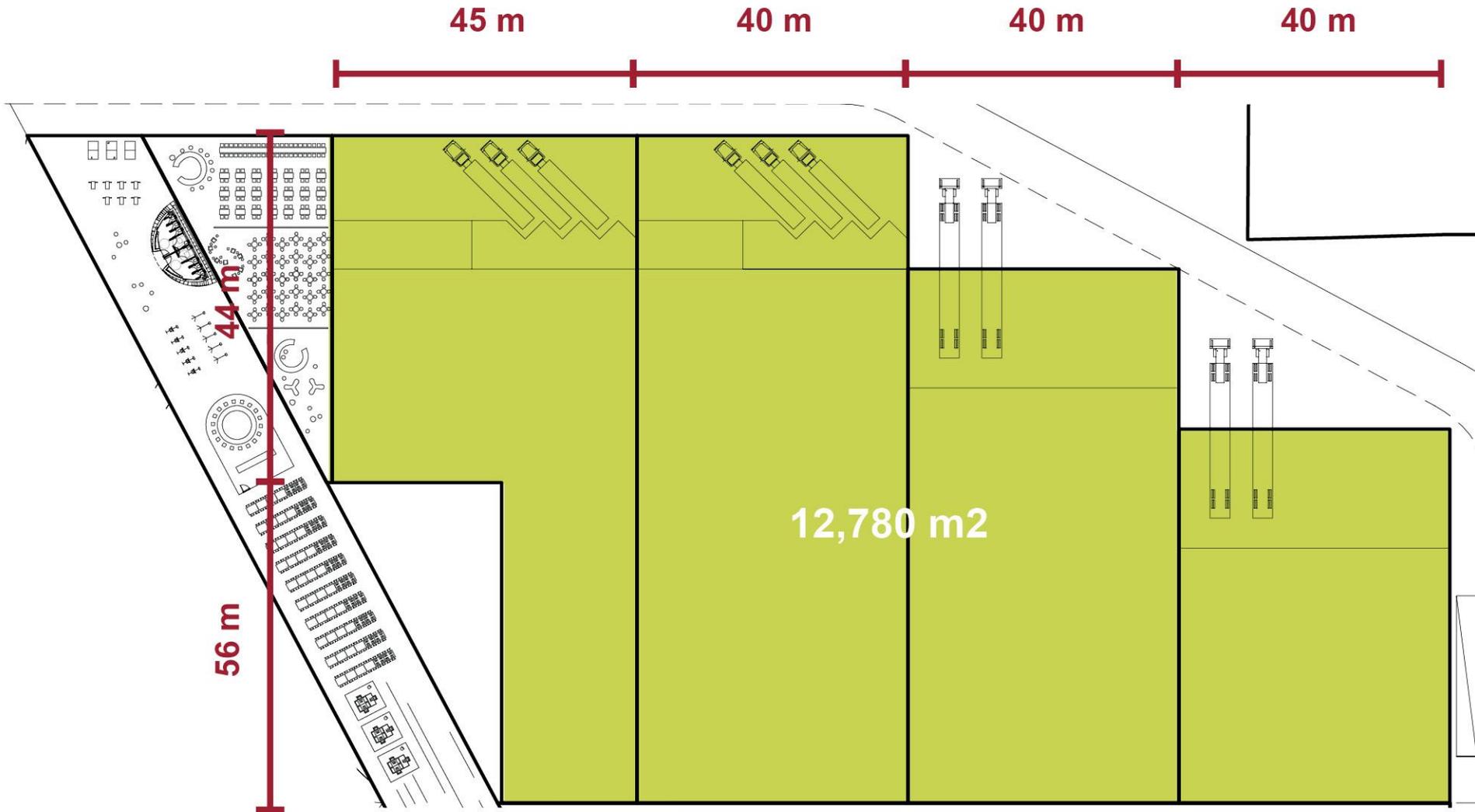
POTENTIAL INVESTMENT ZONES

- G1 3,340 m²
- G2 4,000 m²
- G3 3,200 m²
- G4 2,240 m²

COLUMN WIDTH & HEIGHT
Column-Free with heights up to 15m



Greenfield Industry



0 m 25 m

Greenfield Industry

An analysis of the existing buildings on site, reveal that many of their spans maybe not be able to accomodate the size of the column-free spaces required of the same program. As a result, the New Build zone is planned to provide maximum flexibility and offer column free production halls and heights upto 20m.

Potential Industries

These industries should cultivate a collaborative and creative spirit and further enhance the campus as a whole.



High-Tech

Technology industries such as Google and Microsoft fit well with the MACCOC concept because of their forward thinking and their collaborations with other industries.

Scientific

Scientific/ecological industries that study and provide sustainable technologies provide a wide range of jobs; from manufacturing to research positions, this industry would guarantee job diversity.

Research

Medical industries create environments focused on research, and foster collaboration and communication (two characteristics that would enhance the synergy at MACCOC.)

Creative

Creative industries such as film studios and design ateliers would make ideal investors for MACCOC. In addition to their artistic endeavours, their presence would begin to place Montenegro in the foreground of current pop culture.

Incentives for Greenfield Investment

	A. Purchase Land			B. Land Lease			
Workers	20-50 workers	51-80 workers	>81 workers	10-30 workers	31-50 workers	51-80 workers	>81 workers
Compensation for Municipal Utility Equipment for Reconstruction	80%	90%	100%	50%	60%	70%	80%
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City To Finance One Intern/ 10 Employees	YES	YES	YES	-	-	-	YES
24/7 Available Officer Of Local Government	-	-	YES	-	-	YES	YES

Exemption from Tax on profit for first 8 years

Exemption from person income tax and contribution for Social Security until Dec. 2014

Assistance in preparing a Business Plan & other Documentation

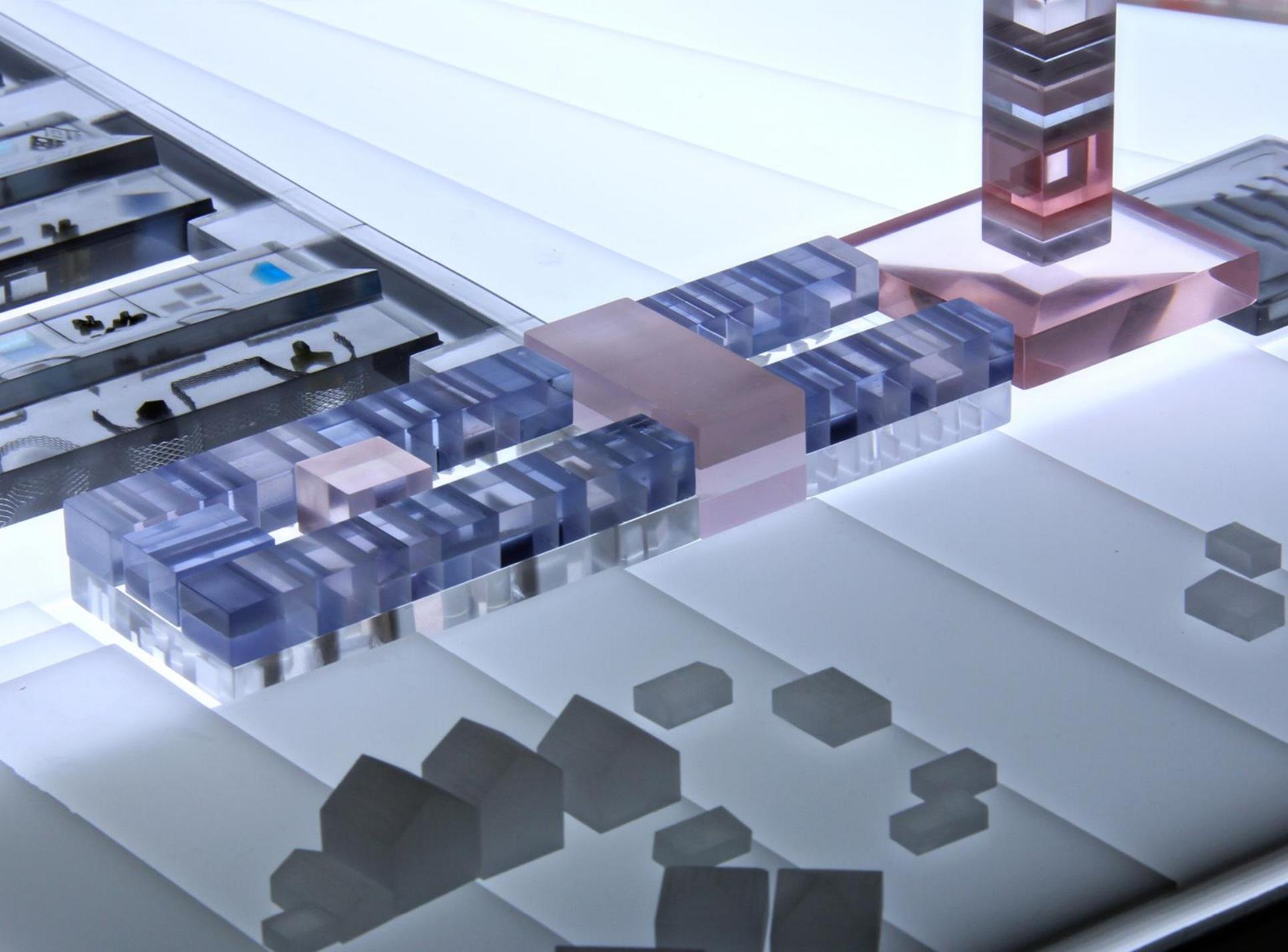
Free Trade Agreement with EU, Russia, Turkey, CEFTA, EFTA, Ukraine (market of over 700 million people)

VAT 17% i 7%

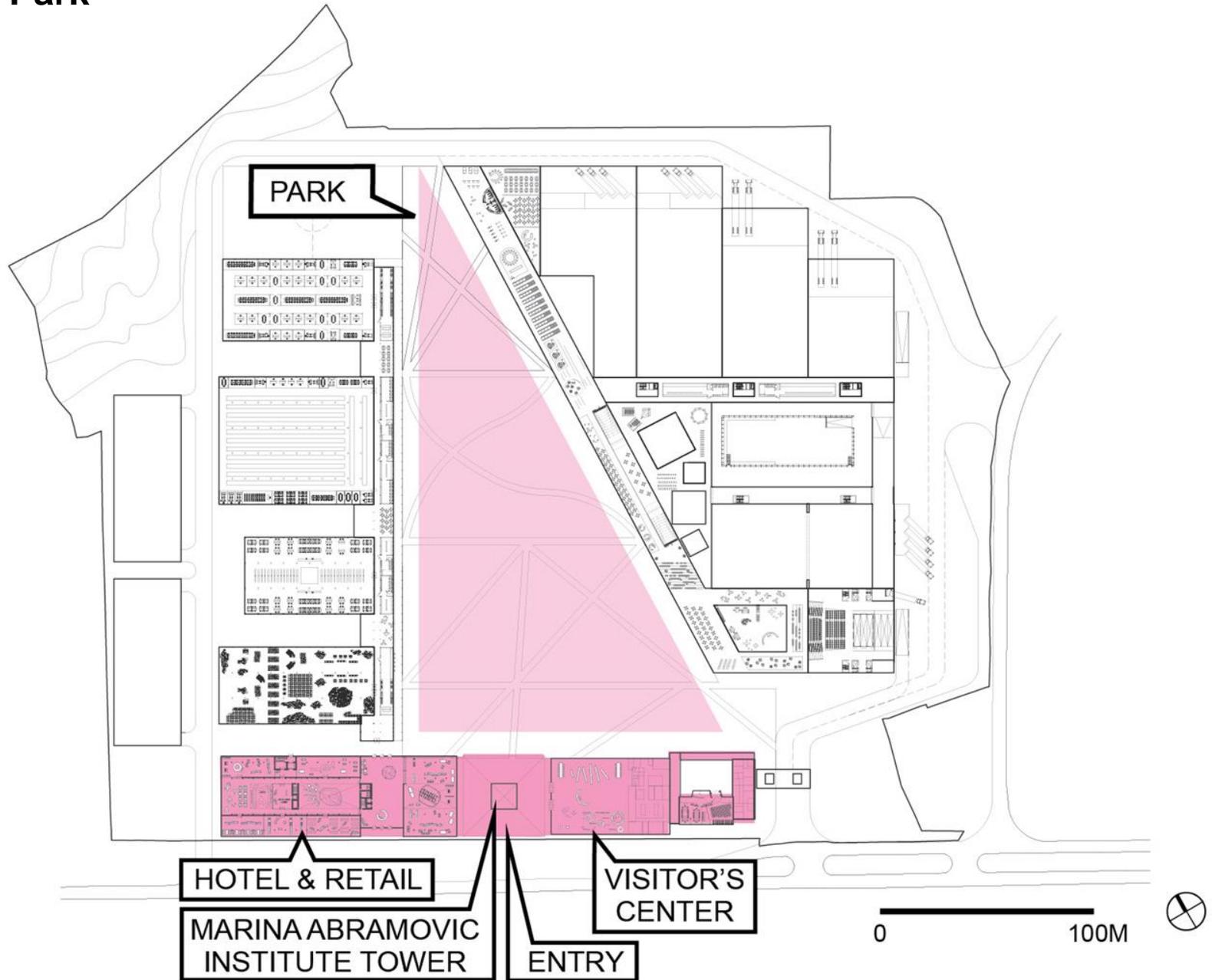
9% tax on corporate profit

Hotel & Retail

- **Boutique hotel planned for the site**
- **Capacity of 100 rooms**
- **Views of the surrounding landscape in Cetinje**

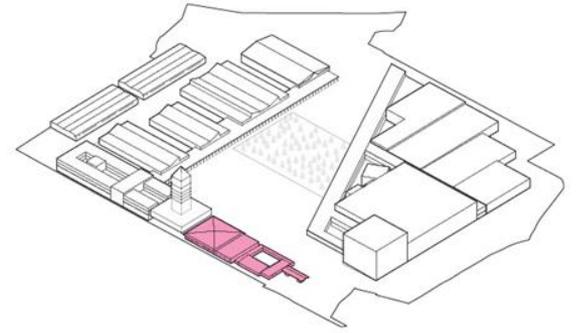


Entry & Park

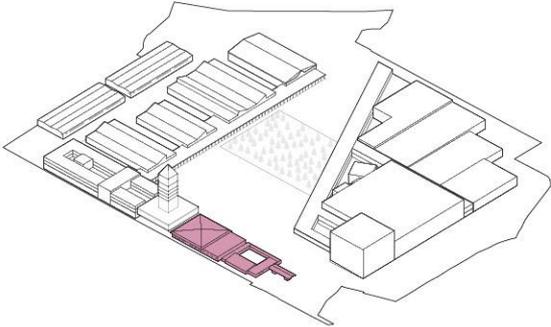


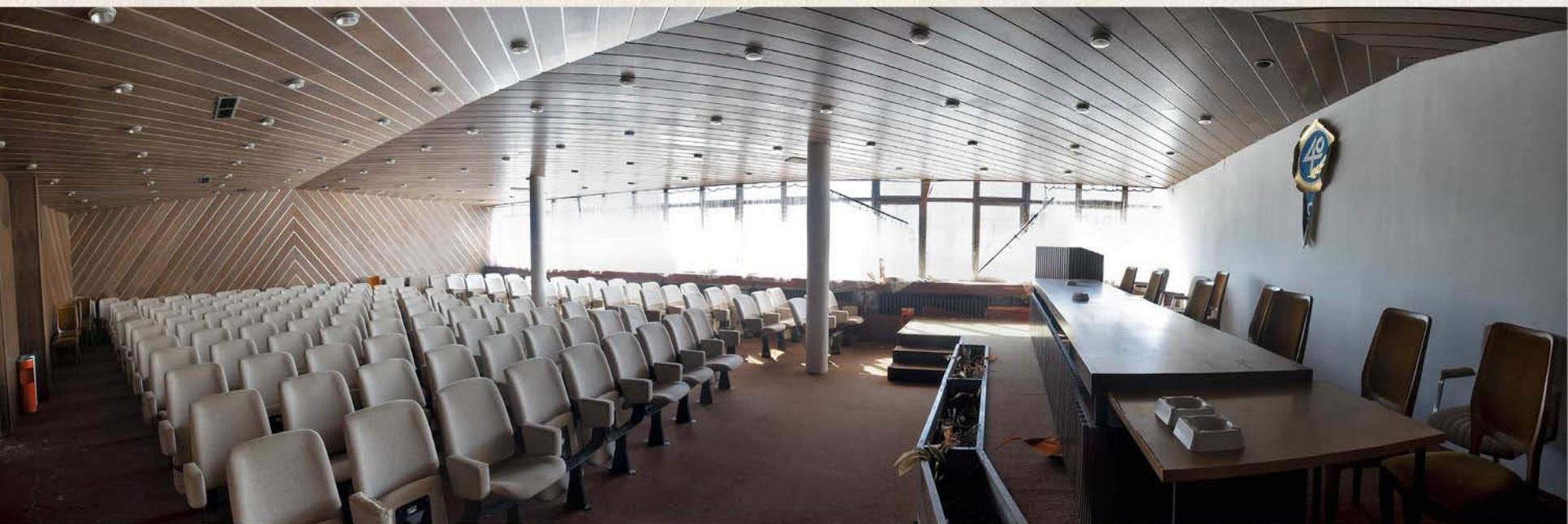


Visitor Center

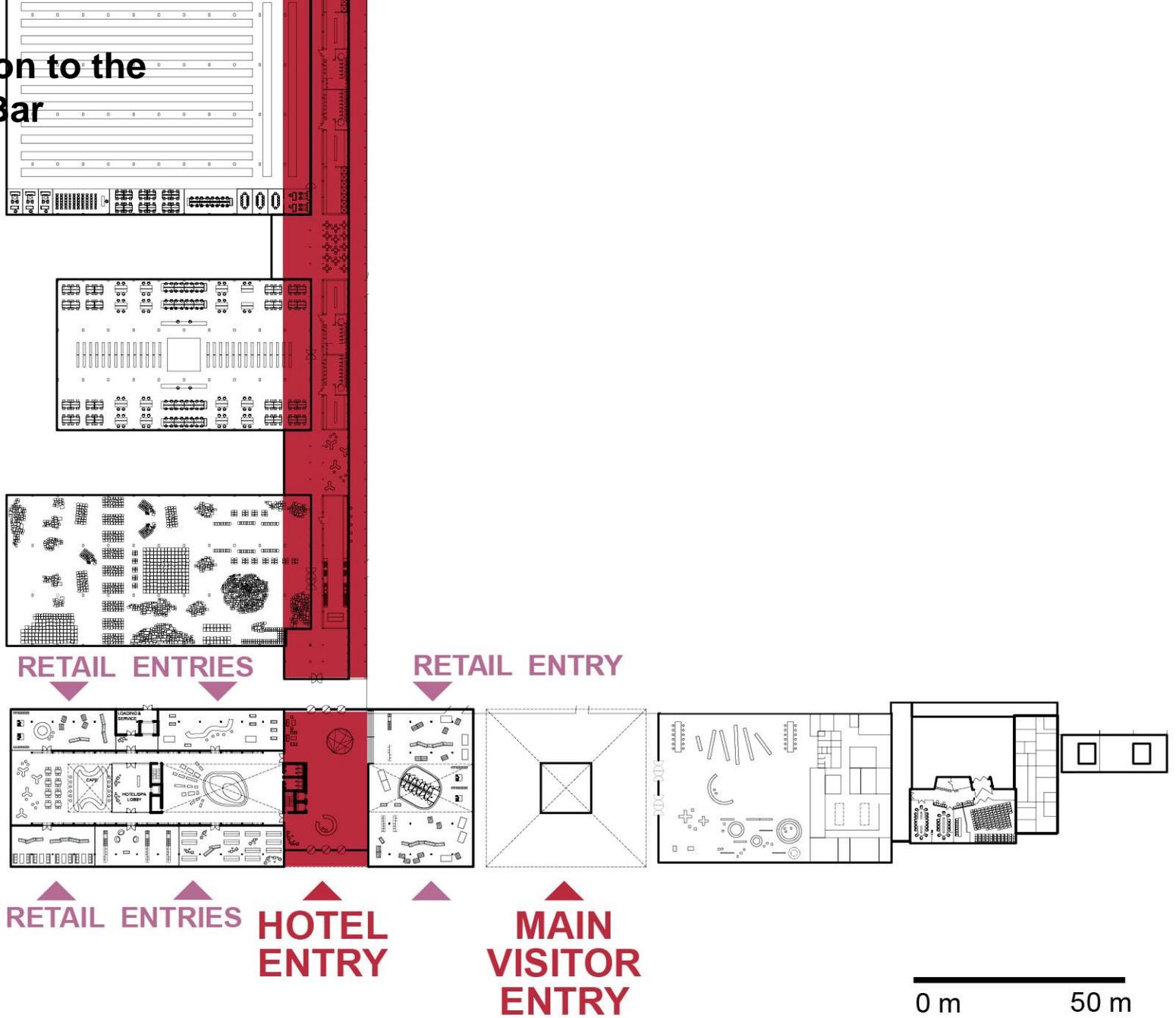


Visitor Center

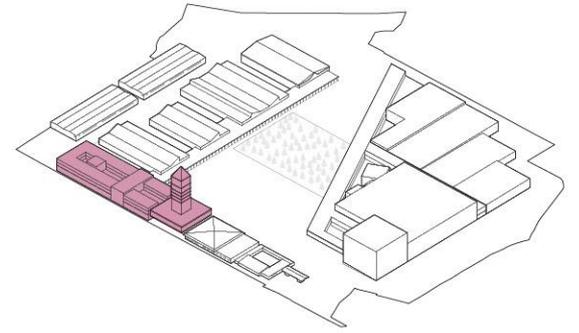




Connection to the Cultural Bar



Entry



Hotel

RETAIL AREA

R1 2,350 m²

R2 920 m²

HOTEL AREA

7,700 m²

HOTEL AMENITIES

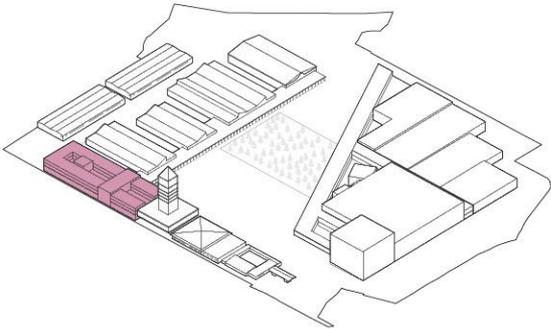
2,700 m²

HOTEL CAPACITY

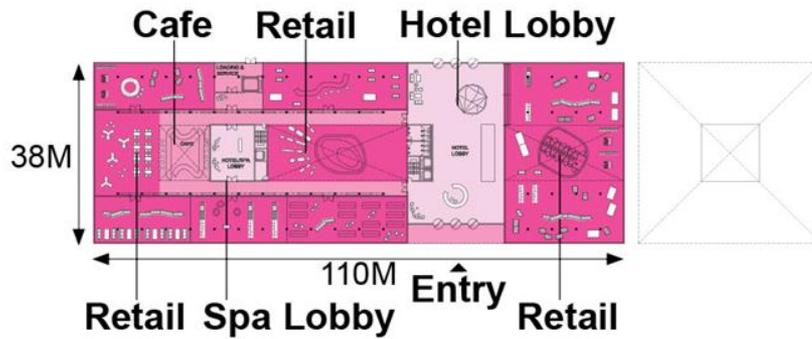
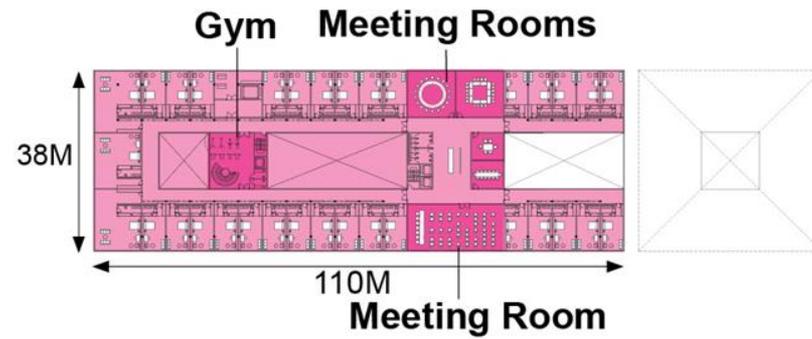
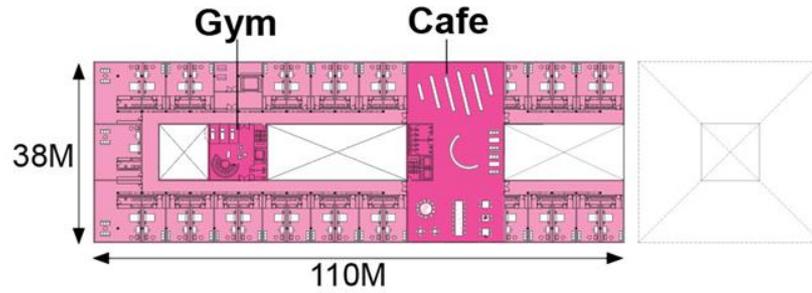
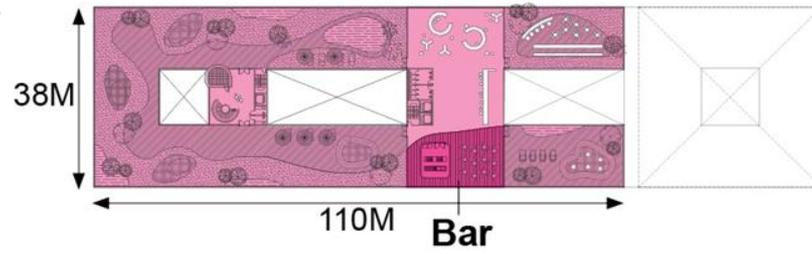
100 rooms

PARKING

220 spaces nderground



Hotel Plans, GF-Roof



Incentives for Investments in Building or Reconstruction of Accommodation Capacities Categories 4 or 5 Stars

Building of New Accommodation Capacities			Reconstruction of New Accommodation Capacities		
Bed Capacities	Reduction of compensation for municipal utility equipment	Reduction of taxes on real estate (property)	Bed Capacities	Reduction of compensation for municipal utility equipment	Reduction of taxes on real estate (property)
20-40	60%	-	20-40	60%	-
41-80	80%	100% first year	41-80	80%	100% first year
81+	90%	100% first two years	81+	90%	100% first two years

VAT 17% and 7%

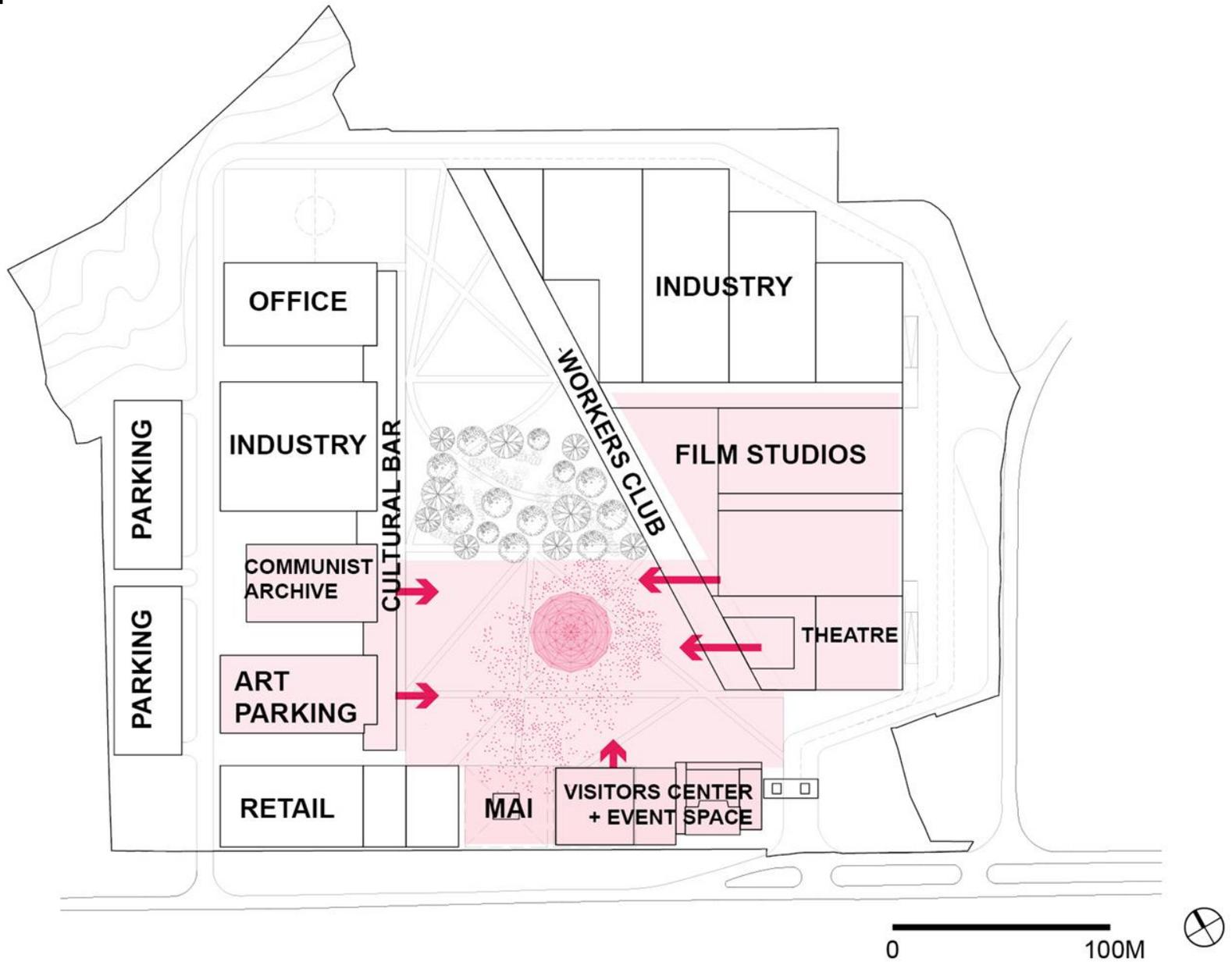
Corporate profit tax 9%

Free trade agreement with the EU, Russia, Turkey, CEFTA, EFTA and Ukraine

PARK PAVILION



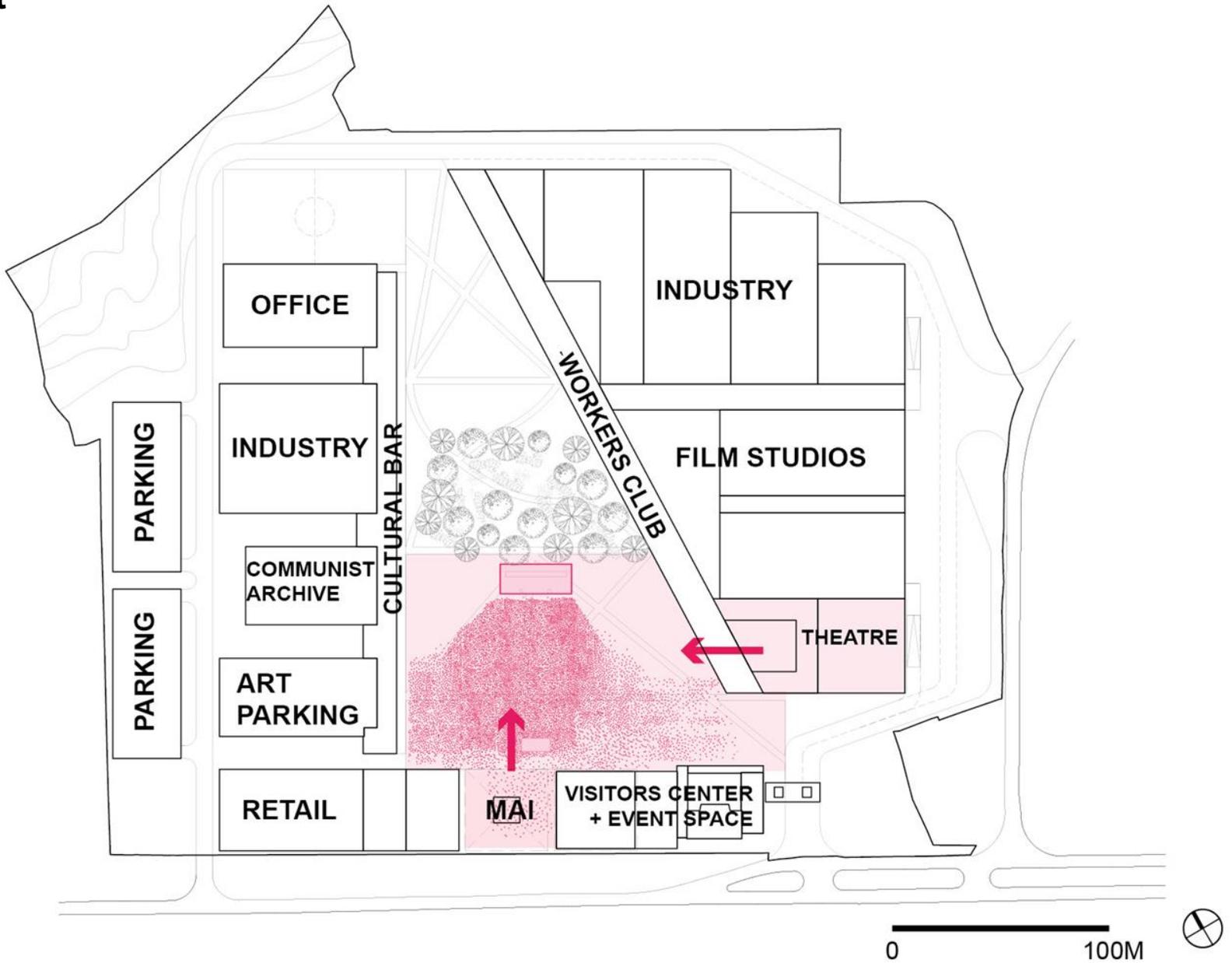
Pavilion



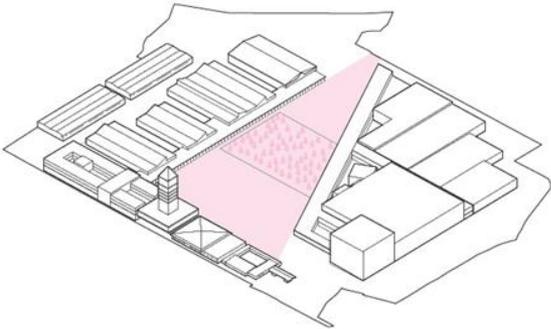
PARK PAVILION



Concert



Events









ABRAMOVIC

Thank You

END