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Cara Dušana 19, Stari grad, 85310 Budva

PARTNER PROFILE

INSTITUTION AND CONTACT PERSON DETAILS

Organisation name	PI Museums and galleries of Budva
Organisation address	Cara Dušana 19, Old Town, 85310 Budva, Montenegro
Organisation website	www.muzejigalerijebd.me
Type of organization (sector)	Public body (cultural)
Name of Department	Direction
Contact person	Itana Lalović, MA
Position (Function)	Public and International Relations Advisor
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DESCRIPTION OF THE ORGANIZATION

PI Museums and Galleries of Budva is complex cultural institution founded by Municipality of Budva, that is devoted to preservation of cultural heritage, as well as nurturing cultural and artistic creativity in Budva. It consists out of five organizational units: The Museum of Budva, Modern Gallery “Jovo Ivanović”, Memorial home “Stefan Mitrov Ljubiša”, Memorial home “Reževići” and Memorial home “Crvena komuna”. The Institution occupies six buildings and employs 80 people. Its activities include preservation and presentation of cultural heritage; organization of cultural and scientific events; managing of conservation projects and publishing.

Budva is recognized tourist center in the region. The tourist offer of Budva is predominantly based on nature (beaches, sun, sea), and entertainment events. The cultural potential of this city with an extremely significant and rich cultural heritage and a history of over 2,500 years is not sufficiently used.

In last decades, Budva is predominantly focused on tourism, and that is why it was harshly hit by Covid-19 crisis. There also lays an opportunity for cultural heritage promoters – museums, especially smaller and medium ones, to make the most of digital technologies and services to innovate their digital processes and digital presence, and potentially develop solutions contributing to their financial recovery and stand as an attraction that will trigger further tourism development of Budva.

MAIN DOMAIN OF HORIZON 2020 OF INTEREST TO OUR GROUP

Programme: Horizon 2020 Framework

Work programme part: [Europe in a changing world – Inclusive, innovative and reflective societies](#)

Call: [SOCIOECONOMIC AND CULTURAL TRANSFORMATIONS IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION \(H2020-SC6-TRANSFORMATIONS-2018-2019-2020\)](#)

Work programme year: H2020-2018-2020

Type of action: CSA Coordination and support action

PI Museums and Galleries of Budva aims to join a consortium for Horizon Call H2020-SC6-TRANSFORMATIONS-2018-2019-2020. We have a strong will of taking part in project that will upscale implementation of digital technologies in museums and heritage institutions in Europe. We consider that consortium consisting of Research institution, High Education Institution, several companies experienced in implementation of digital technologies and solutions, and of course a number of smaller and medium sized museums/heritage organizations, such as ours, would make a winning project, that would give solutions through research of the specific subject, that would include organization of symposiums, panels and conferences. The results of research will generate pilot projects with the outcome of modernization and digitalization of museums/heritage institutions.

EXPERTISE AND RESOURCES WE OFFER

PI Museums and Galleries can offer expertise and resources for organization of research events – symposiums, panels and conferences. As institution we organized International Multidisciplinary

Scientific Symposium “Ancient Budva” in November 2018, that involved renowned researchers, scientists and tourism professionals from Croatia, Italy, Slovenia, Serbia, Bosnia and Herzegovina and Montenegro. The Symposium Proceedings will be published in the first part of 2021.

We can also offer infrastructure for the realization of proposed events: Memorial home “Crvena komuna” (capacity 160 persons) and Hall of Modern gallery “Jovo Ivanović” (capacity 50 persons). Budva, with its vast important cultural heritage and mild climate represents inspiring location for such projects/events, throughout the year.

PI Museums and Galleries of Budva is involved in International cultural manifestation “Labyrinth of culture”, that was supposed to be organized in Zagreb (Croatia) in September 2020, but it was delayed due to Covid-19 restrictions. This manifestation main goal is presentation of cultural heritage of countries involved in the project with digital technologies recourses.

PI Museum and Galleries started a project during 2020, that involves creating a mobile guide for The Museum of Budva and Budva Old Town. The project is done in collaboration with the company for application of digital technologies in cultural tourism *Conoko LTD* from Croatia. This project may serve as a test for some of the project activities.

Implementation of digital technologies in research and cultural heritage presentation is one of the main goals for further development of PI Museums and Galleries of Budva. We believe that being a part of consortium for Horizon Call H2020-SC6-TRANSFORMATIONS-2018-2019-2020, will give our efforts additional value and chance for growth.

PI Museums and Galleries project team:

Lucija Đurašković, MA – DIRECTOR of PI Museums and Galleries of Budva

Lucija Đurašković was born in 1960 in Kotor. She graduated at the Faculty of Philosophy - Art History Group in Belgrade in 1984. Since 1985, she has been employed at the Budva Cultural Center (today's PI Museums and Galleries), with professional titles curator, senior curator and since 1999, museum advisor. She attended postgraduate training in the field of Byzantine art in 1987, as a scholarship holder of the Greek government at Aristotle University in Thessaloniki. From 2001 to 2005 she served as director of PI "Museums, Gallery and Library". During her tenure as director, the Museum of Budva (archaeological and ethnographic collection) was opened in 2003, and the building of the Museum of Budva obtained the prestigious international award "Green Apple" (London, 2005), for preservation and development of authentic world architectural heritage. She is the initiator and organizer of the manifestation "Ljubiša's days" as well as the I and II international symposium (1998, 2002) dedicated to the life and work of Stefan Mitrov Ljubiša – famous writer and politician from Budva. She has been a member of the CANU Ethnology Committee since 2004. She was the organizer of several international projects and exhibitions ("Japanese Dolls", "Czech Glass"), as well as a participant and organizer of scientific gatherings and forums in the field of art and literature history. She is the editor-in-chief of numerous monographies, books and conference proceedings. She received her master's

degree from the Faculty of Tourism and Hotel Management in Kotor in 2015. Since 2017, he has been the director of the PI Museums and Galleries of Budva in his second term.

Jovo Đurović – Head of The Museum of Budva

He established a working relationship in the PI Museums and Galleries of Budva in 1992. He is the head of the studio for conservation and preventive protection, and since 2006 he has been the head of the Museum of Budva. His work biography includes a number of successful conservation projects on movable and immovable cultural property. He was a long-term associate of the Institute for the Protection of Cultural Monuments of Serbia, as well as the Republic Institute for the Protection of Cultural Monuments of Montenegro. He was also the aesthetic implementer and designer of the archeological exhibition in the Museum of the City of Budva. Among others, he was the main organizer and author of the exhibition "Treasures of the Budva Necropolis" from the collections of other museums, which was organized on the occasion of the 70th anniversary of the discovery of the necropolis. He is the main and responsible designer of the promotional material of the International Multidisciplinary Scientific Symposium "Ancient Budva", as well as one of the authors of the accompanying documentary exhibition "The First Discovery of Ancient Necropolises in Budva", on the occasion of the 80th anniversary and the 15th anniversary of the Budva City Museum. He has been the Deputy Director of the PI Museums and Galleries of Budva since 2018.

Itana Lalovic, MA – PR and International Relations Advisor

Itana Lalović graduated at the Faculty of Philosophy, University of Belgrade - Ethnology and Anthropology. She gained professional experience in education as a lecturer at the International British School "Arcadia Academy" in Tivat. She was employed in the marketing sector of company HR Partners, where he gained experience in digital marketing through cooperation with experts from abroad. From 2018 until today, she has been employed at the PI Museums and Galleries of Budva as a Public and International Relations Advisor. During and after her studies, she attended courses in the field of marketing, PR and project management: Marketing course - 360 marketing communications, AcademIAA (International Advertising Association); London School of Public Relations course - LSPR, Inbound marketing course at Hubspot Academy, School of Visual Anthropology, as well as courses for EU and IPA projects. She is one of the founders of the NGO Feral, that aims to preserve Budva's cultural heritage. She speaks English and Italian. She obtained master's degree at the Faculty of Tourism and Hotel Management in Kotor in 2018. Master thesis "Experience Economy and development of cultural tourism in Budva" included the research on digital technologies in cultural tourism in Athens (Greece), done during Erasmus research mobility, for the proposes on master thesis.

