

McCANN  
**talks**

GODINA 3 / VOL. 3  
YEAR 3 / VOL. 3

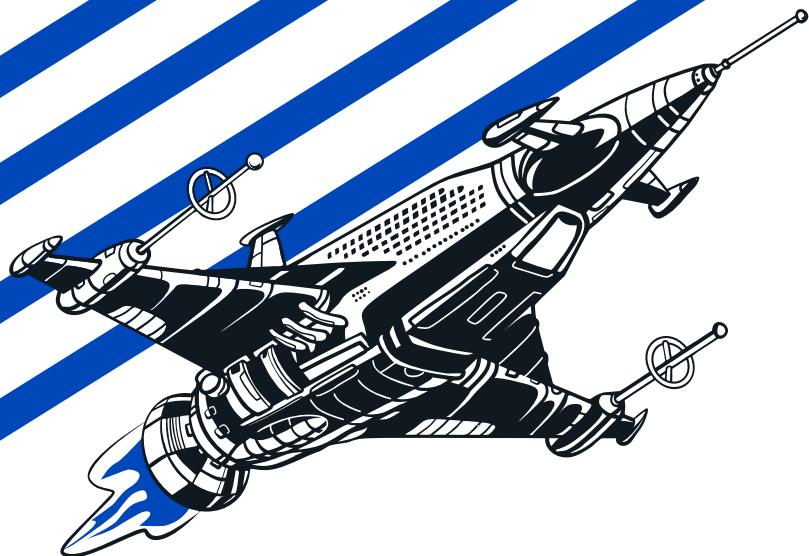
McCANN  
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**talks**

GODINA 3 / VOL. 3  
YEAR 3 / VOL. 3

# BUDUĆNOST

THE FUTURE



# UVODNIK

## EDITORIAL

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„THE MIRACLES OF TECHNOLOGY CAUSE US TO LIVE IN A HECTIC, CLOCKWORK WORLD THAT DOES VIOLENCE TO HUMAN BIOLOGY, ENABLING US TO DO NOTHING BUT PURSUE THE FUTURE FASTER AND FASTER“.

„The Wisdom Of Insecurity“, Alan Watts

Gotovo od kada sam postao svestan sopstvenog postojanja, zainteresovan sam za temu budućnosti. Sopstvene, budućnosti meni dragih ljudi i ljudske rase uopšte.

Za to su, verovatno, velikim delom zaslužni moji roditelji koji su, kao i većina roditelja mojih poznanika, dopuštali da od najranijeg detinjstva gledamo bukvalno sve filmove koji su se prikazivali na televiziji i u bioskopu, bez cenzure na koju se sada toliko obraća pažnja.

Tako sam tokom detinjstva počeo da razmišljam o dalekim galaksijama iz „Ratova zvezda“, veštačkoj inteligenciji iz „Odiseje u svemiru“, androidima iz „Blejd Ranera“, kiborzima iz „Robokapa“ i prijateljski i neprijateljski nastrojenim vanzemaljcima iz filmova „Invazija kradljivaca tela“, „Alien“ i „E.T.“. „Terminator 2“ me je naučio da sami kreiramo sudbinu. „Povratak u budućnost“ da će putovanje kroz vreme nekada zasigurno biti moguće. „Bekstvo iz Njujorka“ da je apokalipsa neizbežna. A „1984“ da ako žele da znaju nešto o nama, znaće sve.

Bezbroj puta sam se sa prijateljima još od ranog detinjstva zabavljao zamisljavajući kako ćemo izgledati, šta ćemo raditi i na koji način ćemo se družiti kada ostarimo. I kako godine prolaze, moja vizija budućnosti se menjala. Ali objektivno najveće promene se dešavaju u poslednjih nekoliko godina, kada smo svi mi iz generacije X počeli da živimo sopstvenu viziju budućnosti. Lagano ali sigurno, automobili počinju da voze bez našeg aktivnog učešća, roboti postaju sve inteligentniji i gotovo autonomni, a ljudska tela bivaju unapređena brže i na više načina nego što to možemo da percipiramo.

Budućnost je uvek bila nepredvidiva, ali nikada ovoliko kao danas. Načini na koje potencijalno možemo sebe da uništimo kao vrstu su se multiplikovali i sofisticirali. Iskustva su postala zajednička, globalna. Niko sa sigurnošću ne može da tvrdi kako će se ponašati, izgledati i razmišljati naša deca. Čak ni mi sami, za jednu ili dve decenije, jer tehnologija nikada nije imala toliki uticaj na promenu individualnog i kolektivnog ponašanja ljudi. Ovolika sveukupna fokusiranost na budućnost dovela je do svojevrsne kolektivne strepnje i straha od toga šta nas čeka, što za posledicu ima da je anksioznost uvelikoj psihološki problem broj 1 u svetu.

Iz svih ovih, po meni ekstremno važnih razloga, plus da iživim sopstvene fantazije iz detinjstva, odlučio sam se da kao urednik trećeg broja publike McCann Talks svim autorima zadam budućnost kao temu. Za formu smo zajednički izabrali intervju, želeći da ovaj broj pretvorimo zaista u dijalog ili razgovor sa ljudima koje smo smatrali relevantnim za ovu nepresušnu temu. Dijaloge sa kolegama, poznatim ličnostima, izmišljenim osobama, veštačkom inteligencijom ili samim sobom.

Za kraj ovog uvoda, želim da se zahvalim svim autorima na doprinosu ovom zanimljivom izdanju, kao i svim budućim čitaocima što su nam na određeno vreme poklonili najvredniju stvar koju poseduju, svoje **sada**.



Almost from the moment I became aware of my own existence, I've been interested in the future. My own future, the future of my loved ones and the future of the human race in general.

This is probably mostly thanks to my parents, who, like most of my friends' parents, let us watch literally all the films shown on TV and in the cinema, without the censorship to which everyone pays so much attention today.

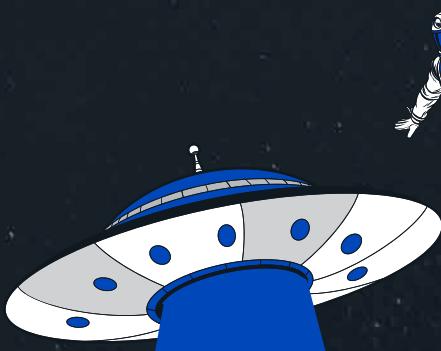
So, growing up, I started thinking about galaxies far, far away from "Star Wars", artificial intelligence from "A Space Odyssey", androids from "Blade Runner", cyborgs from "RoboCop" and friendly and unfriendly aliens from "Invasion of the Body Snatchers", "Alien" and "E.T.". "Terminator 2" taught me that we create our own destiny, "Back to the Future" that time travel will definitely be possible some day, "Escape from New York" that the apocalypse is inevitable, and "1984" that if they want to know something about us, they'll know everything.

From when we were little kids, my friends and I never stopped amusing ourselves by picturing how we would look, what we would do and how we would socialise when we grew up. As the years went by, my vision of the future kept changing. But objectively the greatest changes have happened in the last few years, when those of us who belong to generation X have all started living our own visions of the future. Slowly but surely, cars are starting to run without our involvement, robots are becoming more intelligent and almost completely autonomous, and the human body is improving faster and in more ways that we can perceive.

The future has always been unpredictable, but never as much as today. The ways in which we can potentially destroy ourselves as a species have multiplied and become more sophisticated. Experiences have become shared, global. No one can safely say how our children will behave, what they will look like and how they will think. Not even ourselves, in a decade or two, because technology has never had as much influence on how people's individual and collective behaviour changes. This prevailing focus on the future has led to a peculiar collective trepidation and fear of what's in store for us, resulting in anxiety as the number one global problem.

For all these, in my opinion, extremely important reasons, as well as to get my own childhood fantasies out of my system, as the editor of the third issue of McCann Talks, I have decided to ask all the contributors to write about the future. Together, we have decided to write in the form of an interview, wishing to turn this issue into an actual dialogue or conversation with people we thought relevant to this inexhaustible topic. Dialogues with colleagues, celebrities, fictional characters, artificial intelligence or our own selves.

In conclusion, I want to thank all the writers for contributing to this interesting issue, and to all our future readers for giving us, for a limited period, the most precious thing they own, their **now**.



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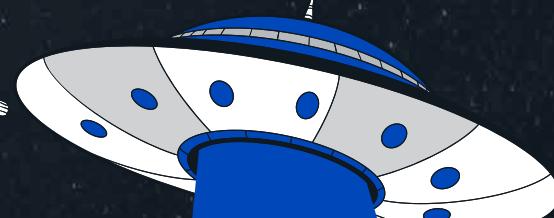
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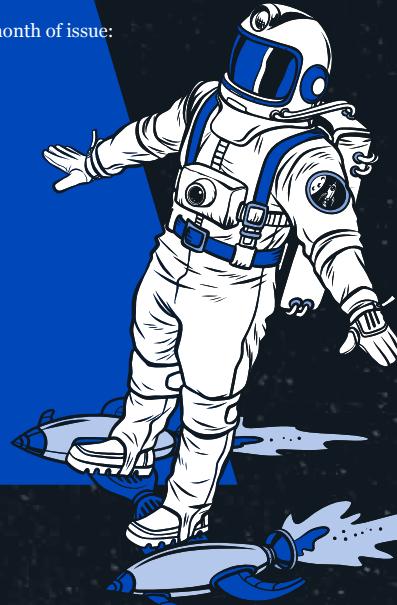
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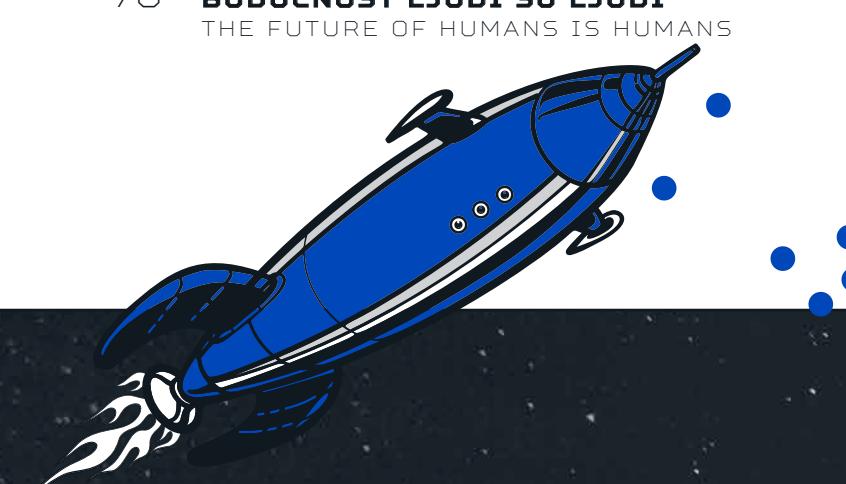
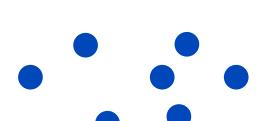
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# KUDA IDE OVAJ SVET?

WHERE  
THIS WORLD  
IS HEADED?



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Nagađati, spekulisati, izmišljati ili zamišljati budućnost oduvek je privlačilo ljudski rod. Radoznali um želi da zaviri u liniju vremena koje je ispred nas, da proba da predoseći, „vidi“ ili analitički pretpostavi ono što je u stvari nedoučivo. Kako da saznamo kakva će biti budućnost i kuda ovaj naš svet žuri? Nikako. No, nije sve u domenu fantastike, ima nešto i u nama samima. U našoj svesti i svesnosti, ispravnom delanju, motivima, kreativnosti, fleksibilnim stavovima, načinu korišćenja najmoćnijeg i najmisterioznijeg organa - mozga, u lenosti ili poletu duha i uopšte u razvoju čovečnosti koja tom divnom, dostojanstvenom i uzvišenom pojmu **čovečanstvo** daje pravi smisao. Kakav ćemo svet ostaviti za sobom to je neizvesno, a kakav bi svet ljudi mogli da stvore to bi možda i mogli da zamislimo...

Guessing, speculating about, imagining or visualising the future has always attracted humankind. A curious mind wants to take a peek into the timeline in front of us, to try and fathom, to ‘see’ or analytically predict what really is unfathomable. How do we find out what the future will be like and where this world of ours is rushing to? We don’t. But this is not all in the domain of fantasy; there is something within ourselves. There is something in our conscience and consciousness, in doing the right thing, in motivation, creativity, flexible attitudes, the way we use our most powerful and most mysterious organ - the brain, in our mental indolence or diligence, and in the growth of humaneness in general that gives a real sense to this wonderful, noble and sublime term **humanity**. What kind of world we will leave behind us is uncertain, but the kind of world people could create we might just be able to imagine ...

I talked to Milenko Vlajkov, the greatest expert on people I know, because people will be our litmus test as we try and read the future of the world. Milenko Vlajkov is a psychologist and psychotherapist and the founder and director of the Institute for Cognitive Management in Stuttgart, an international supervisor of rational emotive behaviour therapy (REBT), a meditation master, a researcher, a proponent of Individual Meditation, an author of many technical books, and recently literary works, a passionate chess player, a globetrotter, once a marathon runner and karate practitioner, now keeping fit by doing yoga and jogging, a family man, a medical phenomenon, a lecturer, a teacher, the most pleasant and most genuine company you can possibly imagine. A man who successfully and effortlessly brings together Eastern wisdom and Western pragmatism, the Vojvodina plain where his origins lie and the Himalayas, where he finds inspiration to 'fix the world'.

Razgovarala sam sa Milenkom Vlajkovim, najvećim stručnjakom za ljude koga poznajem, jer ljudi će ovde biti lakmus kojim pokušavamo da očitamo budućnost sveta. Milenko Vlajkov je psiholog, psihoterapeut, osnivač i direktor Instituta za kognitivni menadžment u Štutgartu, internacionalni supervizor za REBT-racionalno emotivno kognitivnu terapiju, majstor meditacije, istraživač, nosilac linije učenja koje se zove „Individualna meditacija”, autor mnogih stručnih, a od skora i književnih ostvarenja, strastveni šahista, veliki putnik, ranije maratonac i karatista, sada u odličnoj formi zahvaljujući jogi i trčanju, porodični čovek, medicinski fenomen, predavač, učitelj, najpriyatnije i najiskrenije društvo koje možete da zamislite. Čovek koji uspešno i sa lakoćom spaja istočnu mudrost i zapadni pragmatizam, vojvodansku ravnici odakle potiče i Himalaje koji ga inspirišu da „popravlja svet”.

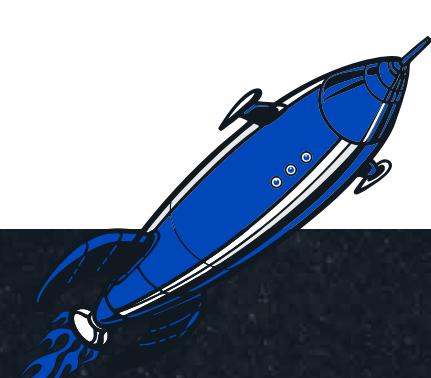
SVAKI PUT NA NEKOM OD TVOJIH PREDAVANJA SPOMEÑEŠ DA JE TRENUOTNO U SVETU NAUKE NAJZANIMLJIVIJE POLJE ISTRAŽIVANJA LJUDSKI MOZAK. KOJE OD TIH NOVOSTI MOGU DA PROMENE NAŠE ŽIVOTE U BUDUĆNOSTI? ŠTA SADA VIŠE ZNAMO O MOZGU I NAMA SAMIMA?



Dobra vest je da se mozak može trenirati, baš kao i mišići tela za neki fizički napor, recimo maraton. Mozak je moguće „vežbatи“ u različitim disciplinama koje u mojoj teoriji ljudskog razvoja nazivamo stubovi svesti. Možemo raditi na produbljivanju koncentracije, duhovne oštchine, povećanju duhovne snage i veštine korišćenja stubova svesti kao i na razvoju kreativnosti.

Međutim, klasično naučno istraživanje mozga u poslednjih nekoliko decenija otkrilo je značajne podatke o uticaju ishrane i različitih vrsta mentalnih aktivnosti na mozak. Predmet istraživanja je bio atrofija funkcija mozga – Alzheimerova bolest. Traženi su načini da se ta bolest pobedi, da se predupredi, a samim tim i da se unapreduju postojeće funkcije mozga. Jedno od značajnih otkrića koje se odnosi na ishranu je da se pojavi Alzheimerove bolesti može spričiti ili odgoditi ako se iz ishrane u potpunosti izbaci meso. Ovaj podatak je rezultat istraživanja pod imenom Chicago Health Study (CHS) koje je vodio Morris. Znamo da pamćenje zavisi od funkcije dela mozga koji se zove hipokampus i zato je traženo kako se može poboljšati funkcionisanje tog dela mozga. Pokazalo se da aktivno korišćenje hipokampa preko aktivnog učenja (recimo: učenje stranih jezika, ovladavanje nekom komplikovanom veštinom, sticanje znanja za polaganje nekog ispita, produbljivanje domena kojim se bavimo) znatno povišava sposobnost pamćenja i korišćenja onoga što smo naučili. Tokom 90-tih godina i početkom ovog milenijuma urađeno je nekoliko studija u vezi sa nastankom i razvojem Alzheimerove bolesti.

The good news is that we can train the brain just as we can train the muscles in our body for physical effort, say a marathon. The brain can be trained in various disciplines, which in my theory of human development I call the pillars of consciousness. We can work on deepening our concentration, enhancing our mental sharpness, increasing our mental strength and our ability to use the pillars of consciousness, and on developing our creativity. In the past few decades, traditional scientific brain research has uncovered important data concerning the impact of food and various types of mental activity on the brain. The subject of this research was atrophy of brain function, better known as Alzheimer's disease. They were trying to find ways to conquer the disease, to prevent it and, in doing so, to improve the existing functions of the brain. The key food-related finding is that Alzheimer's disease can be prevented or postponed if meat is completely eliminated from the diet. This is a result of the Chicago Health Study (CHS), led by MC Morris. We know that memory is dependent on the functioning of a part of the brain called the hippocampus, and the researchers were trying to find ways to improve the functioning of this part of the brain. It turned out that using the hippocampus by way of active learning (say, learning a new language or a complicated skill, studying for an exam, expanding the knowledge we already have) considerably increases memory and our ability to use what we have learned. In the 1990s and at the beginning of this millennium several studies on the causes and development of Alzheimer's disease came out.



STUDIJA JE OTKRILA  
DA BILINGVALNE  
OSOBE ODGAĐAJU  
NASTANAK  
ALZHEIMERA ZA 7  
GODINA, A OSOBE KOJE  
GOVORE DVA STRANA  
JEZIKA ISTO KAO ŠTO  
GOVORE I MATERNJI  
JEZIK, ĆE ODGODITI  
POJAVU ALZHEIMERA  
U PROSEKU ZA 14  
GODINA.

Prva studija je otkrila da bilingvalne osobe odgađaju nastanak Alzheimera za 7 godina, a osobe koje govore dva strana jezika isto kao što govore i maternji jezik, će odgoditi pojavu Alzheimera u proseku za 14 godina.

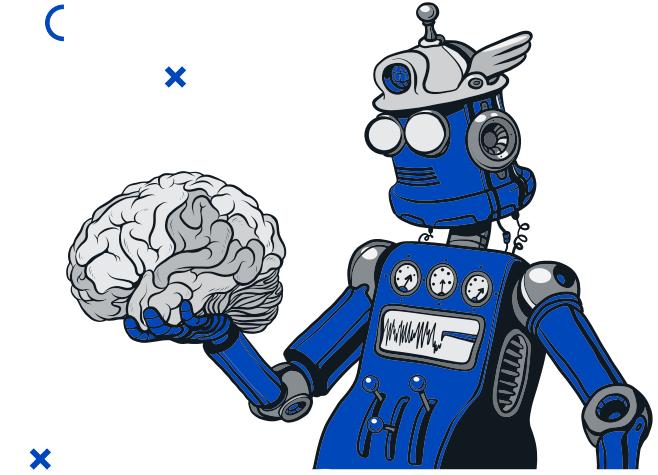
Pošto mozak raspolaže velikom plastičnošću (može da se menja oblik i debljina kore velikog mozga preko aktivnosti kojima se bavimo), dobro bi bilo posmatrati ga kao mišić koji se zbog vežbanja razvija, a ako se ne koristi smanjuje se.

Smatram da je naročito impresivno istraživanje koje je izvedeno na tibetanskim monasima između 2003. i 2006. godine u SAD koje je pokazalo da su monasi, mada su u proseku bili stari 76 godina, imali očuvan mozak kao dvadesetpetogodišnjaci. Šta su ti ljudi radili i po čemu su se razlikovali od ostalog sveta? Jedina razlika je bila to što su svakoga dana meditirali dva puta po 45 minuta i tako održavali neuralne mreže u aktivnom stanju. Aktivnost neuralnih mreža odlaže propadanje koje je prirodan proces starenja.

Na osnovu pomenutog možemo da zaključimo da je poželjno hranići se pravilno, izbaciti iz ishrane konzumiranje mesa i jesti one supstance koje služe kao građa za pravljenje neurotransmitera u sinapsama. Te supstance se nalaze u plavom voću, lisnatom povrću, orašastim plodovima i semenju. Osim ovoga, svakodnevno kretanje od najmanje 40 minuta (brzo hodanje) će dovesti do bolje prokrvljenoosti kapilara u mozgu i tako poboljšati ishranu mozga. Dalje, posvećeno bavljenje onim mentalnim aktivnostima koje angažuju povećanu pažnju i aktivno razmišljanje o sadržajima kojima se osoba bavi, doveće do angažovanja novonastalih nervnih ćelija, koje se u slučaju nekorišćenja prirodno gube, pa može doći do atrofije mozga u poznim godinama života.

DA LI JE RAZVOJ LJUDSKE SVESTI I LIČNI RAZVOJ ODUVEK BIO ISTI BEZ OBZIRA NA VREMENSKU ODREDNICU?

Ovde je važno napomenuti da je sam pojam ljudskog razvoja nešto što se često spominje u teorijama, ali da koncept ljudskog razvoja koji sam razvio još uvek nigde ne postoji, osim u mojim predavanjima i knjigama. Dok su drugi autori pod pojmom ljudskog razvoja podrazumevali samo prevazilaženje blokada u smislu postizanja realizacije sebe (Maslow-ljev model samoaktualizacije kao i egzistencijalističke teorije ličnog razvoja), ja sam u odnosu na njih identifikovao etape ličnog razvoja kao kvalitativni preobražaj svesti iz nižih u više oblike postojanja. Tako da ne možemo tvrditi da je oduvek postojao isti koncept ličnog razvoja nezavisno od vremenske odrednice.



ONE STUDY FOUND THAT ALZHEIMER'S IS POSTPONED BY SEVEN YEARS IN BILINGUALS AND BY 14 YEARS IN AVERAGE IN THOSE WHO SPEAK TWO FOREIGN LANGUAGES AS THEY SPEAK THEIR MOTHER TONGUE.

One study found that Alzheimer's is postponed by seven years in bilinguals and by 14 years in average in those who speak two foreign languages as they speak their mother tongue.

Due to the extraordinary plasticity of the brain, i.e. the ability of the cortex to change its shape and thickness as a result of our activities, it should be seen as a muscle that builds with practice and shrinks without it.

In my opinion, particularly impressive is the research conducted on Tibetan monks in the USA in 2003-2006. It showed that the monks, whose average age was 76, had the brains of 25-year olds. What did they do and how did they differ from the rest of the world? The only difference was that they meditated twice per day for 45 minutes every day, keeping their neural networks active. Neural network activity postpones the decay which is a natural process of aging.

Bearing all this in mind, we can conclude that we should eat healthily, eliminating meat from our diet and consuming substances that help build neurotransmitters in our synapses. These substances can be found in blue fruits, leafy vegetables, nuts and seeds. In addition, at least 40 minutes of power walking a day will help circulation in the brain capillaries and boost brain nutrition. Furthermore, a commitment to mental activities requiring increased attention and active thinking will engage the newly formed nerve cells, which are naturally lost if not used, potentially leading to brain atrophy in later life.

HAS THE DEVELOPMENT OF HUMAN CONSCIOUSNESS AND PERSONAL DEVELOPMENT HISTORICALLY ALWAYS BEEN THE SAME?

I must point out here that human development is a term often used in studies, but the concept of human development that I've come up with still doesn't feature anywhere other than in my lectures and books. Whilst other authors have defined human development as overcoming obstacles to achieve the realisation of the self (Maslow's model of self-actualisation and existentialist theories of personal development), I have identified the stages of personal development as a qualitative transformation of consciousness from lower to higher forms of existence. Therefore, we cannot claim that the concept of personal development has historically always been the same.



LJUDI SU IZGUBILI  
SLOBODU I POSTALI ROBOVI  
TEHNIČKIH SREDSTAVA  
(TV, AUTOMOBIL, MOBILNI,  
KOMPЈUTERSKE IGRE ITD.).

PEOPLE HAVE LOST  
THEIR FREEDOM AND  
BECOME SLAVES TO  
GADGETS (TVS, CARS,  
MOBILE PHONES,  
COMPUTER GAMES ETC.).

KAKO RAZVOJ TEHNOLOGIJE  
(INTERNET KAO RIZNICA  
INFORMACIJA I KOMUNIKACIONI  
OBLAK, KAO MOGUĆNOST DA ZNANJA  
DOBIJAMO NA GOTOVU, ODMAH I  
SADA) UTIČU PO TVOM MIŠLJENJU NA  
RAZVOJ ČOVEČANSTVA? A KAKO UTIČU  
NA LJUDSKU KREATIVNOST?

Sama dostupnost svih informacija čini ljudski um lenjim jer nije prisiljen da pamti podatke, već ih koristi iz uvek dostupnih izvora. Prema tome, dostupnost informacija u svakom trenutku dovodi do gubljenja onih funkcija mozga koje su ljudima u prošlosti omogućavale da budu dobro prilagođeni, da raspolažu razvijenim kognitivnim kapacitetima za izlazak na kraj sa situacijama i preprekama kojima su bili izloženi. Danas je malo drugačije. Korišćenje mobilnih telefona na primer - dok vozimo automobile, dok hodamo, dok se nalazimo u restoranu, dok razgovaramo sa drugim ljudima, postalo je prosti opsesija modernog doba. Ljudi su izgubili slobodu i postali robovi tehničkih sredstava (TV, automobil, mobilni, kompjuterske igre itd.).

IN YOUR OPINION, HOW DOES  
TECHNOLOGICAL DEVELOPMENT  
(THE INTERNET AS A TREASURY  
OF INFORMATION AND CLOUD  
COMMUNICATIONS AS AN  
OPPORTUNITY TO OBTAIN READY-  
MADE KNOWLEDGE, HERE AND  
NOW) IMPACT THE DEVELOPMENT  
OF HUMANKIND? AND HOW DOES IT  
IMPACT HUMAN CREATIVITY?

The availability of all information makes the human brain lazy, because it is not forced to remember data, just to use it from always-accessible sources. Thus, the availability of information at any given moment results in the brain losing the functions that used to help humans to adapt, to have at their disposal developed cognitive skills to help them handle the situations and obstacles to which they were exposed. Things are somewhat different today. For example, using mobile phones while driving a car, walking, sitting in a restaurant or talking to other people has become an obsession in this day and age. People have lost their freedom and become slaves to gadgets (TVs, mobile phones, computer games etc.).

Prema tome, razvoj tehnologije umesto da unapređuje i razvija, u stvari unazaduje čovečanstvo, jer ljudi nisu u stanju da tehnologiju koriste u svrhu sopstvenog razvoja, već postaju njeni robovi. To znači da bi tehnologija mogla da unapređuje kreativnost da ljudi znaju kako da koriste znanje koje im стоји na raspolaganju, ali, pošto školski programi još uvek ne osposobljavaju decu za kontrolisano korišćenje podataka sa interneta, onda je jasno da se ljudi u svemu tome gube. Namera svih organizacija koje se prezentuju na internetu je da „zavedu“ korisnike i navedu ih da koriste izvore tih podataka na nekontrolisani način, dok se ne pretvore u robeve korišćenja tih izvora informacija. Kreativnost se gubi i atrofira zajedno sa atrofijom mozga u takvom socijalnom i tehnološkom okruženju. Znači potrebna nam je svest kojom po volji upravljamo izvorima informacija, a ne izgubljenost u njima.

Rather than moving forward and developing, technology is making the humankind actually going backwards. People are not capable of using technology for their own growth but have become its slaves instead. In other words, technology could boost creativity if people knew how to use the knowledge they have at their disposal. But, since school curriculums still don't teach children how to use online data in a controlled way, it is no wonder that people get lost in it all. The purpose of all organizations presented on the Internet is to seduce users into using the sources of information uncontrollably, becoming slaves to those sources of information. In this social and technological environment, creativity is lost and atrophies like the brain itself. We need consciousness that will help us manage information sources willingly rather than getting lost in them.





## KAKO IZGLEDA NAJBOLJI MOGUĆI SCENARIO RAZVOJA ČOVEČANSTVA U BUDUĆNOSTI? KAKVI BI MOGLI SVI KAO PLANETA DA POSTANEMO I KOLIKO JE TO IZVESNO?

Spas za čovečanstvo bi bio kad bi obrazovni sistem učio decu kako da od malih nogu koriste informacije i tehnička pomagala za dolazak do određenih podataka. Preporučljivo bi bilo da od najranijeg detinjstva deca uče bar još dva strana jezika uz maternji jezik, umesto da imaju na raspolaganju *google translate* jer će se tada još više mentalno ulenjiti i ostati u svojoj zoni udobnosti. Postala je notorna činjenica da boravak u zoni udobnosti dovodi do psihofizičkog „propadanja“ ljudskih bića, i da će ljudi samo ako napuštaju zonu udobnosti i borave na njenoj granici, biti izloženi psihofizičkim izazovima i prisiljeni da koriste i razvijaju funkcije mozga koje su im date.

## WHAT IS THE BEST CASE SCENARIO WHEN IT COMES TO THE FUTURE DEVELOPMENT OF HUMANKIND? WHAT COULD WE BECOME AS A PLANET AND HOW CERTAIN IS THIS?

Humankind would be saved if schools taught children from an early age how to properly use information and gadgets to get the information they need. Children should start learning at least two foreign languages very early instead of using Google Translate, which will make them mentally lazy and keep them in their comfort zone. It's a notorious fact that staying in the comfort zone leads to the psychological and physical decay of humans. Only those who leave their comfort zone and stay on its edge will be exposed to psychological and physical challenges that will make them use and develop the functions of the brain they've been given.



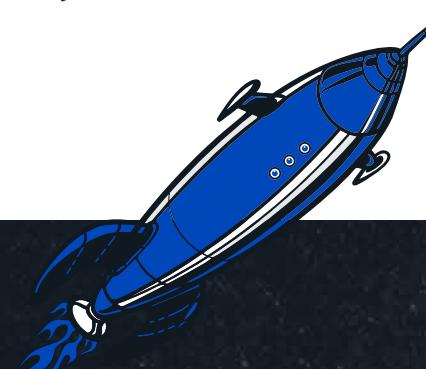
## KAKO DA POPRAVIMO, OPLEMENIMO SVET?

Na ovo pitanje je jednostavno odgovoriti: ako postanemo kooperativni i počnemo da brinemo jedni o drugima bez obzira na rasu, socijalno poreklo, nacionalnu pripadnost, obrazovni nivo, pol; ako postanemo kooperativni i uzajamno se podržavamo bez obzira na sve razlike. Ako je pitanje kako oni koji znaju da pomognu onima koji ne znaju, odgovor je da oni koji znaju nauče one koji ne znaju onome što znaju. Isto tako je neophodno da se svim ljudima stave na raspolaganje isti uslovi egzistencije i ličnog razvoja (dovoljno hrane, vode, krov nad glavom, školovanje i zdravlje). To su potrebni uslovi, a kako će se ko razviti zavisi od svakog pojedinca. Sve dok su ljudi zaokupljeni željom za moći, sticanjem materijalnog bogatstva, čulnim zadovoljstvima i upravljanjem drugima (manipulacija), živeće kao manipulatori drugih ljudi, umesto da se prema drugima ponašaju iskreno i autentično i zastupaju sopstvene i tude interese, kao da su svi jednakovo vredni. Iz toga se rada odnos poštovanja i uvažavanja drugih ljudskih bića, umesto da se borimo protiv njih. Isto tako mislim da bi otvaranje i ukidanje granica dovelo do harmoničnih odnosa među ljudima na čitavoj planeti, a da bi se to desilo ljudi bi trebalo da počnu da uvažavaju druge ideologije i religije i da ih smatraju jednakom vrednim kao sopstvenu, što bi dovelo do poštovanja i spremnosti da žive zajedno, a ne da se uzajamno uništavaju.

## HOW CAN WE FIX AND ENRICH THE WORLD?

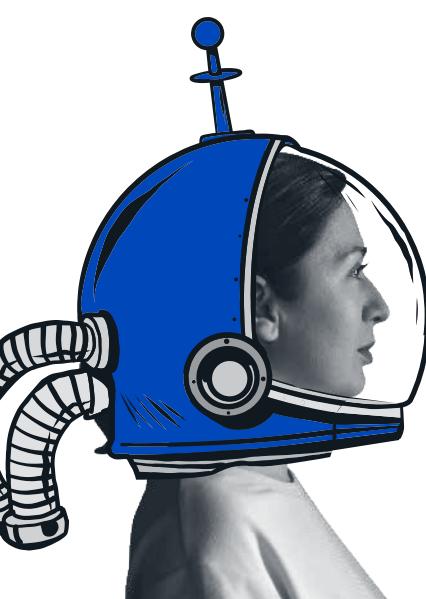
The answer to this question is simple: if we become cooperative and start caring for each other regardless of race, social background, nationality, education and gender; if we become cooperative and support each other regardless of our differences. If the question is how those who know can help those who don't, the answer is that those who know should teach what they know to those who don't know. It is also necessary that all people should exist and develop under the same conditions: with enough food and water, a roof over their heads and access to education and medical help. These are the necessary conditions, but how a person will develop depends on that person.

As long as people are obsessed with power, material gain, sensual pleasures and controlling others (manipulation), they will live as people manipulators rather than people who treat others sincerely and authentically, representing their own interests and the interests of others as equally worthy. This creates respect and appreciation for other human beings rather than the urge to fight them. I also think that opening up and eliminating borders would lead to harmonious relations between people globally. For this to happen, people should start respecting other ideologies and religions and see them as equal to their own. As a result, there would be more mutual respect and readiness to live together rather than mutual destruction.



# SREĆNIJI I BOLJI, PIKSEL PO PIKSEL

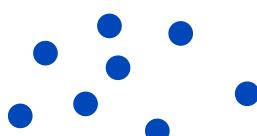
HAPPIER  
AND BETTER  
PIXEL BY  
PIXEL



AUTOR / AUTHOR:

**JANA SAVIĆ RASTOVAC**

CREATIVE DIRECTOR



SAGOVORNIK / INTERLOCUTOR:

**VLADIMIR ĆOSIĆ**

DIGITALNI KREATIVNI DIRECTOR, MCCANN BEOGRAD /  
DIGITAL CREATIVE DIRECTOR, MCCANN BELGRADE

Prošle godine proslavila sam svoj 40. rođendan. Budućnost već živim i zahvalna sam na svemu. Razmišljam o danima koji dolaze, svetu koji se ubrzano menja, granicama koje se pomjeraju i približavaju, razmišljam i o svom mestu i mestu moje dece u tom svetu. Uglavnom sam optimista, sa povremenim epizodama zabrinutosti. Ono u šta sam sigurna je da je budućnost komunikacije budućnost našeg sveta. Razmena mišljenja, oblici sporazumevanja oblikovaće društvo budućnosti. Na nama je da uradimo sve što možemo da to društvo bude društvo dostoјno čoveka. Poželeta sam da o ovome razgovaram sa Vladimirom Ćosićem, kolegom sa kojim sam prošla uzbudljive profesionalne korake u prošlosti.

Last year I celebrated my 40th birthday. I am already living the future and I am grateful for everything. I am thinking about what's yet to come, a world that is rapidly changing, boundaries that are being pushed or brought closer, I'm thinking about my place and the place of my children in this world. Most of the time I am optimistic, but sometimes I worry too. What I'm certain about is that the future of communication is the future of our world. How we exchange opinions, how we get a message across, will shape the society of the future. It is up to us to do everything we can to make that society worthy of people. I wanted to talk about this with Vladimir Ćosić, a co-worker with whom I have shared some exciting professional experiences in the past.

DEŠNA HEMISFERA  
NAŠEG MOZGA SE  
STARА ISKLJUČIVO  
O OVOM, SADAŠNJEM  
TRENUTKУ: „OVDE  
I SADA”, REKLI BI  
GEŠTALT PSIHOLOZI.

THE RIGHT HEMISPHERE IS  
CONCERNED EXCLUSIVELY WITH  
THE PRESENT MOMENT: ‘THE  
HERE AND NOW’ AS GESTALT  
PSYCHOLOGISTS WOULD PUT IT.

VLADO, ZAŠTO SVE REДЕ  
RAZGOVARAMO UŽIVO? NE SAMO TI I  
JA, NEGO I GENERALNO?

Banalan odgovor na ovo dubokosmisleno pitanje bi bio da nemamo vremena. Razgovor uživo podrazumeva fizičko prisustvo koje, bez obzira koliko su nauka i tehnologija napredovali, i dalje zahteva vreme (da, lagali su nas, teleport još uvek ne postoji). Ako uđem malo dublje u celu temu, referišući se na jedno neverovatno TED predavanje koje sam skoro gledao, naučnici su otkrili da se mozak sastoji od dve potpuno razdvojene hemisfere koje suštinski, imaju potpuno odvojene zadatke, tj. na potpuno različite načine percipiraju realnost. Desna hemisfera našeg mozga se stara isključivo o ovom, sadašnjem trenutku; „ovde i sada”, rekli bi geštalt psiholozi. Ona razmišlja u slikama i saznaje o svetu kroz sva naša čula, sklapajući ogroman kolaz o sadašnjem trenutku. Ona „oseća” sopstvenu energiju i povezuje nas sa ukupnom energijom svih ljudi koja nas okružuje. Kroz svest ove desne hemisfere, mi smo povezani, celi i savršeni onakvi kakvi jesmo.



VLAD, WHY DON’T WE TALK TO EACH OTHER IN PERSON AS MUCH AS WE USED TO? NOT JUST YOU AND ME, BUT PEOPLE IN GENERAL?

A banal answer to this profound question would be that we don’t have time. A face-to-face conversation means being physically present, which, regardless of the advances in science and technology, still requires time (yes, they lied to us, teleportation is still not possible). Let me dig deeper into the subject and tell you about an incredible TED lecture I saw recently. Scientists have discovered that the brain consists of two completely separate hemispheres, which essentially have completely separate tasks, i.e. they perceive reality in completely different ways.

The right hemisphere is concerned exclusively with the present moment: ‘the here and now’ as Gestalt psychologists would put it. It thinks in images and finds out about the world using all our senses, making a collage of the present moment. It ‘feels’ its own energy and connects us with the collective energy of the people around us. Through the consciousness of the right hemisphere we are connected, whole and perfect the way we are.

Leva hemisfera razmišlja linearno i metodično, o prošlosti i budućnosti. Ona prebira po podacima koje prikuplja desna hemisfera i povezuje ih sa svim što smo naučili u prošlosti i projektuje, predviđa sve opcije koje nas čekaju u budućnosti. To je ovaj deo nas koji nas podseća na dnevne obaveze, koji nas organizuje, „racionalni, odgovorni, inteligentni“ deo našeg mozga koji nas definiše kao individue, koji nas odvaja od ostatka sveta i koji nam izaziva svu anksioznost koju osećamo.

Zapadna kultura, čiji smo deo iako nam se nekada tako ne čini, je apsolutno racionalna, proračunata i egoistička i sa te strane ona slavi individualnost. U takvom svetu, iako je to naša nasušna potreba, preostaje malo vremena i energije za povezivanje sa energijama ljudi koji nas okružuju. Zbog te potrebe, društvene mreže su postale surrogati za desnu hemisferu naših mozgova, omogućavajući nam da zadržimo iluziju energetske povezanosti sa ljudima koji nas okružuju dok nam je sadašnji trenutak ispunjen depresijom u vezi sa prošlošću ili anksioznošću u vezi sa onim što će tek doći.

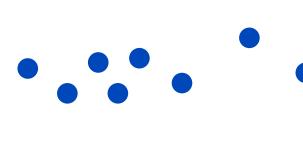
Dakle, ili je u pitanju to, ili činjenica da oboje imamo malu decu koja okupiraju najveći deo našeg vremena i energije.

The left hemisphere thinks about the past and the future in a linear and methodical fashion. It rummages through the data collected by the right hemisphere, associates it with everything we’ve learned in the past and projects, predicts all the options that the future might have in store for us. It’s a part of us which reminds us of our daily duties, which organises us, it’s the rational, responsible, intelligent part of our brain that defines us as individuals, distinguishes us from the rest of the world and makes us anxious.

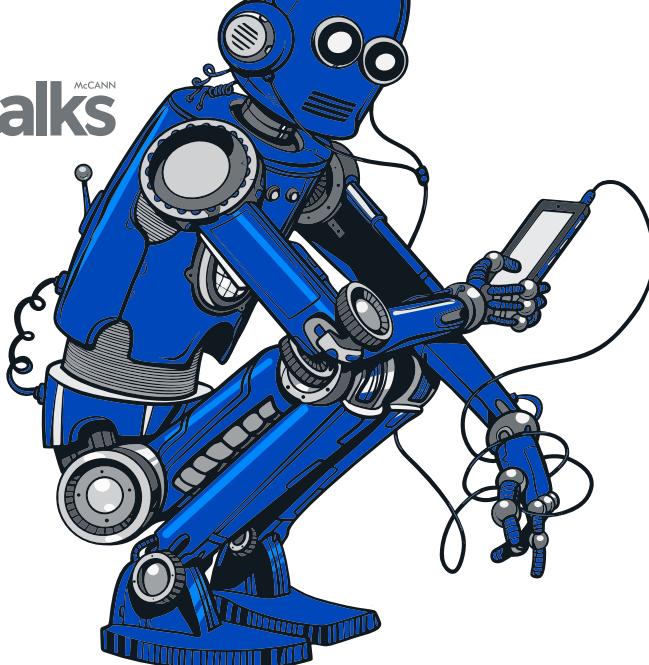
Western culture, which we are part of, although we sometimes don’t feel we are, is absolutely rational, calculated and egotistical, and because of that it celebrates individuality. In such a world there is not enough time or energy to connect with the energies of the people around us, despite it being our fundamental need. Because of this need, social media has become a surrogate for the right hemisphere, keeping the illusion of having our energy connected with other people’s energies while we are depressed about the past or anxious about what’s yet to come.

So, it’s either that or the fact that we both have small children who occupy most of our time and energy.

LEVA HEMISFERA  
RAZMIŠLJA LINEARNO  
I METODIČNO,  
O PROŠLOSTI I  
BUDUĆNOSTI.



THE LEFT HEMISPHERE THINKS  
ABOUT THE PAST AND THE  
FUTURE IN A LINEAR AND  
METHODICAL FASHION.



## O ČEMU MISLIŠ DA JE VAŽNO DA RAZGOVARAMO U DANAŠNJEM SVETU?

Postoji bezbroj tema koje su meni lično važne i o kojima mislim da treba da razgovaramo. Klimatske promene, ekologija, ljudska prava, dobrobit životinja, ljudska psihologija, mogućnosti i opasnosti novih tehnologija, umetnost, religija, ideje... Ono što im je zajedničko je da se u našoj zemlji ni o jednoj od njih uopšte ne govorи. Voleo bih da za početak pričamo o anksioznosti koja je od mentalnog poremećaja prerasla u sociološki fenomen, pri čemu je zvanični podatak npr. da 38% dece uzrasta od 13 do 17 godina u USA trenutno pati od anksioznog poremećaja (kod odraslih je ovaj procenat još viši). Nekada, depresija je bila poremećaj broj jedan, sada je to anksioznost. Nekada su tim povodom psiholozi američko društvo nazivali „Prozac nacija”, sada su lansirali novu kovanicu „United States of Anxiety”. Kada bismo se bavili ovom temom, bilo bi nam lakše da razumemo popularnost *fidget spinner*, beskrajno skrolovanje na mobilnim telefonima, kao i rastuću popularnost meditacije u pokušaju da smirimo sopstvene misli.

## WHAT, IN YOUR OPINION, SHOULD WE TALK ABOUT IN THIS MODERN DAY AND AGE?

There are countless subjects that are important to me personally that I think we should talk about. Climate change, the environment, human rights, animal rights, human psychology, the possibilities and dangers of new technologies, art, religion, ideas... What they all have in common is that they are not talked about in our country at all.

First off, I'd like us to talk about anxiety. Once a mental disorder, it's now become a social phenomenon. In the USA, 35% of children aged from 13 to 17 suffer from anxiety, and this is official information. The percentage is higher in adults. Depression used to be the number one disorder, now it's anxiety. Psychologists once dubbed American society 'the Prozac nation', and now they have coined a new phrase, 'The United States of Anxiety'. If we examined the matter more thoroughly, we would find it easier to understand the popularity of fidget spinners, endless scrolling on mobile phones and the growing popularity of meditation in an attempt to calm our own thoughts down.

## ŠTA MOŽEMO DA URADIMO KAO AGENCIJSKI LJUDI DA OVO MESTO NA PLANETI BUDE BOLJE MESTO ZA ŽIVOT?

Ovo tvoje pitanje pokreće jednu živu konverzaciju između dve hemisfere mog mozga. Sa jedne strane, svo moje dosadašnje životno iskustvo me uverava da su radikalne promene gotovo nemoguće, te da su i kampanje, iako nekada imaju snažno dejstvo, ipak ograničenog uticaja. Ipak, osećaj mi govori da moj stečeni nihilizam nije u potpunosti u pravu. Za njega nemam racionalne argumente niti opravdanja. Samo osećam da kao ljudska bića možemo da uradimo šta god da zamislimo.

## KAKO ĆEMO TU ISTINU DA SAOPŠTIMO BRENDOVIMA?

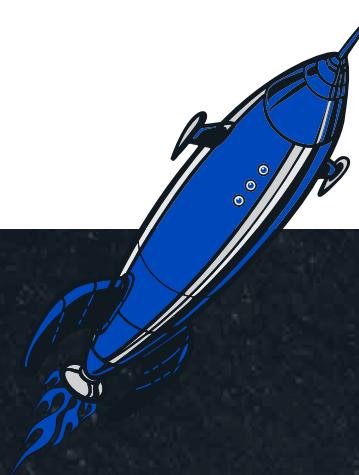
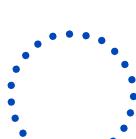
Da treba da se oslane na moju intuiciju? Teško. Mislim da ovaj *rationale* neće proći ni strateške planere ni *client service* deo agencije, a kamoli klijente. Šalju na stranu, mislim da ukoliko ubedimo sebe da je to tako, drugi neće biti problem.

## WHAT CAN WE DO AS AGENCY PEOPLE TO MAKE THIS PLACE ON THE PLANET A BETTER PLACE TO LIVE?

This question of yours spurs a lively conversation between my brain's two hemispheres. On the one hand, my entire life experience tells me that radical change is almost impossible, and that campaigns, although sometimes very powerful, have a limited impact. However, my gut feeling tells me that my acquired nihilism is not entirely justified. I have no rational arguments or excuses for this. I only feel that as human beings we can do whatever we set our minds to.

## HOW ARE WE TO COMMUNICATE THIS TRUTH TO BRANDS?

By telling them that they should rely on my intuition? Hardly. I don't think that this rationale would get past strategic planners or the agency's client service, let alone the clients. Joking aside, I think that if we convince ourselves that this is how things are, others will not have a problem with it.





## ŠTA JE IDEALAN KLIJENT?

Idealan klijent je mecena umetnika kojem veruje da zna bolje od njega samog da komunicira u ime brenda.

## DA LI GLEDAŠ TELEVIZIJU?

Jako retko i vrlo probrano.

Bojim se da je shodno novim obavezama u mom životu televizija spala veoma nisko na lestvici prioriteta. Pošto sam relativno skoro preuzeo na sebe zadatak formiranja novog digitalnog tima i definisanja digitalnog proizvoda agencije, u kombinaciji sa obavezom roditeljstva, moji trenutni životni prioriteti su u toj meri promenjeni, da je konzumacija medija koji imaju zadate termine kojima treba da se prilagodim gotovo nemoguća, da ne kažem da me ove uslovnosti nekada i ljute.

Ono što je dobro je što većinu (televizijskih) sadržaja koji me zanimaju pronalazim *online*.

## ZAŠTO NEKAD NISI ONLINE KAD SI MI HITNO POTREBAN?

Jedini put kada nisam bio *online* je bio jedan vikend kada sam uradio eksperiment „vikend bez interneta i mobilnog telefona“. Žao mi je ako se baš tada potrefilo da sam ti bio potreban.

Izuvez tog, uvek sam *online*. Jedino što se neretko pravim da sam zauzet.

Misljam da se toliko bavim digitalnim medijima i društvenim mrežama u toku radnog vremena, da mi je sve manje zabavno da to radim i u slobodno vreme.

## ŠTA KAŽEŠ KADA NEKO KAŽE DA JE NEŠTO UMRLO, A ŽIVELO NEŠTO NOVO? JA U TO NE VERUJEM.

S obzirom da se tvoje pitanje odnosi na tradicionalne i nove načine komunikacije brendova sa ljudima (ili imajući obavezu da svoj odgovor uglavim u okvire jednog magazina koji se prvenstveno bavi oglašavanjem i komunikacijama), moj odgovor neće biti preterano poetičan ili filozofski.

Ja naravno ne verujem da je ekspanzijom digitala bilo koji tradicionalni medij umro, kao što se to nije desilo ni do sada, zato što različiti mediji odgovaraju na različite ljudske potrebe, koje nisu i neće umreti. Ono što se sa ljudskim potrebama dešava je da se modifikuju, i shodno tome, pojavljivaće se novi mediji, a ovi stari će se menjati i prilagođavati, što se uveliko i dešava.

Takođe, iako sam poprilično tehnološki gik, obožavam tehnologiju i nove naučne izume, mislim da same inovacije ne treba slaviti samo zbog toga što donose nešto novo, već zbog toga što donose mogućnost da se stvari suštinski unapređuju na nove, efikasnije načine.

Da uprostim stvar, nije bitno da li moj televizor ima milijardu piksela, 3D ili mogućnost priključenja na internet, već da li gledam nešto zbog čega ću biti jedan piksel srećniji ili bolji čovek.

## WHAT IS AN IDEAL CLIENT?

An ideal client is a patron of artists who believes that an artist knows how to communicate on behalf of the brand better than the client himself.

## DO YOU WATCH TELEVISION?

Very rarely, and I'm quite picky.

I'm afraid that television has fallen very low on my list of priorities because I have new obligations in my life. Relatively recently I have taken it upon myself to form a new digital team and define the digital product of the agency which, combined with parenthood, has shifted my life priorities to such an extent that consuming media with fixed schedules that I have to work around is almost impossible, and even frustrating at times.

The good thing is that I find most of the (TV) content I'm interested in online.

## WHY ARE YOU SOMETIMES OFFLINE WHEN I URGENTLY NEED YOU?

The only time I was offline was for a weekend when I did a ‘weekend without the Internet and mobile phone’ experiment. I’m sorry if it was then that you needed me. Other than that one instance, I’m always online. It’s just that I often pretend I’m busy.

I think that I’m so involved in digital and social media at work that I find it less and less fun to do it in my spare time.

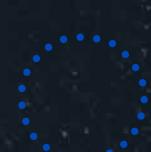
## WHAT DO YOU THINK WHEN YOU HEAR PEOPLE SAY SOMETHING ALONG THE LINES OF ‘X IS DEAD, LONG LIVE Y’? I DON’T BELIEVE IN IT.

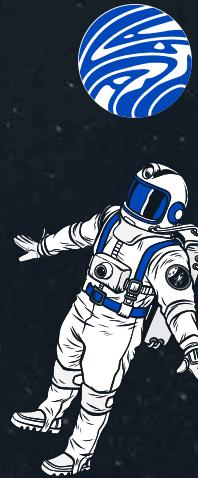
Since you are referring to the traditional and new ways of communicating brands to people (and bearing in mind that what I say has to fit into the framework of a magazine that primarily deals with advertising and communications), my answer will neither be particularly poetic nor philosophical.

Of course, I don’t believe that any traditional medium has died with the expansion of digital technology, because various media respond to various human needs, which have not and will not die. What happens to human needs is that they get modified. Because of this, new media will emerge and old media will change and adapt, which is largely happening now.

In addition, although I’m a big tech geek – I love technology and new scientific gadgets – I think that inventions shouldn’t be celebrated just because they bring something new, but because they bring the possibility of improving things in new, more efficient ways.

To put it simply, it matters not whether my TV has a billion pixels, 3D or the Internet connection, but whether I’m watching something that’ll make me one-pixel happier or a better man.





DIGITALNA  
TEHNOLOGIJA  
OMOGUĆAVA  
VEROVATNO NAJVEĆI  
TEHNOLOŠKI  
ISKORAK U ISTORIJI  
ČOVEČANSTVA.  
POSLEDIČNO,  
INOVACIJE  
SE DEŠAVAJU  
NEZAMISLIVOM  
BRZINOM ZBOG KOJIH  
NE SAMO DA IH JE  
TEŠKO KONTROLISATI,  
VEĆ IH JE TEŠKO I  
ISPRATITI.

**DIGITAL TECHNOLOGY  
IS MAKING THE  
BIGGEST POSSIBLE  
TECHNOLOGICAL STEP  
IN THE HISTORY OF  
THE HUMAN RACE.  
CONSEQUENTLY,  
INNOVATIONS ARE  
HAPPENING WITH  
MIND-BOGGLING  
SPEED, MAKING THEM  
NOT ONLY HARD TO  
CONTROL BUT ALSO  
HARD TO FOLLOW.**



## KAKO ĆE DIGITAL DA MI OLAKŠA ŽIVOT?

Prva stvar, hajde da definišemo „digital”. Prema jednoj prosečnoj definiciji, digitalna tehnologija su elektronski alati, sistemi i uređaji koji generišu, čuvaju i obrađuju podatke. Ona uključuje društvene mreže, internet tehnologiju, online igre i aplikacije, multimediju, programe koji povećavaju produktivnost, sisteme komunikacije, mobilne uređaje i veštačku inteligenciju. Uzveši sve to u obzir, potencijal i mogućnosti upotrebe digitalnih tehnologija su bukvalno beskrajne.



Ne znam da li ćemo doživeti, ali za neko vreme, advokati će ostati bez posla jer će *online* sistemi davati pravne savete sa 90% tačnosti u roku od nekoliko sekundi (tačnost sadašnjih pravnika je samo 70%); automobili će postati autonomni, te nećemo imati vozačke dozvole niti gubiti vreme na vožnju, parkiranje i slično, a broj automobilskih nesreća će se drastično smanjiti; električna energija će postati neverovatno jeftina, a voda i okolina čiste; medicinska industrija će se drastično promeniti jer će postojati uređaji koji će dijagnostikovati svaku moguću bolest, neke i pre nego što se dogode; štampaćemo odeću i obuću na 3D štampačima u svojim domovima; posedovaćemo aplikacije uz pomoć kojih ćemo moći da identifikujemo da li neko govori istinu; prosečni životni vek će u relativno bliskoj budućnosti premašiti sto godina, a vrhunsko obrazovanje će biti dostupno svima.

Sve ovo ukoliko uspemo da ne upropastimo planetu i učinimo je mestom nepodnošljivim za život; ukoliko veštačka inteligencija koju razvijemo ne odluči da se okreće protiv nas; ukoliko ne odlučimo da upotrebimo sofisticirana oružja i atomsko naoružanje u globalnom sukobu; ukoliko ne pronađemo način da ne prenaselimo planetu.

Digitalna tehnologija omogućava verovatno najveći tehnološki iskorak u istoriji čovečanstva. Posledično, inovacije se dešavaju nezamislivom brzinom zbog kojih ne samo da ih je teško kontrolisati, već ih je teško i ispratiti. Na svakom od nas je da odlučimo da li ćemo i na koji način koristiti ovu tehnologiju.

Svakako, sloboda izbora će i u budućnosti ostati ono što nas definiše kao ljudsku vrstu.

## HOW IS DIGITAL TECHNOLOGY GOING TO MAKE MY LIFE EASIER?

Firstly, let's define 'digital'. A common definition is that digital technology is electronic tools, systems and devices that generate, keep and process data. It includes social media, Internet technology, online games and apps, multimedia, programmes that increase productivity, communication systems, mobile devices and artificial intelligence.

Bearing all this in mind, the potential and possibilities of digital technologies are literally limitless.



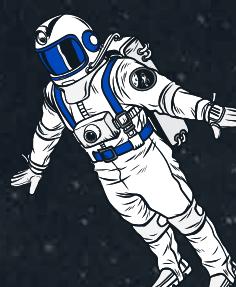
I don't know if we'll live to see it, but lawyers will soon become redundant, because online systems will be providing legal advice with 90% accuracy in a matter of seconds (the accuracy of present-day lawyers is only 70%); cars will become autonomous, we won't need driving licences or to waste time driving, parking, etc., the number of traffic accidents will drop considerably; electric energy will become incredibly cheap, and water and the environment clean; the medical industry will change dramatically because machines will be able to diagnose every possible illnesses, some even before they occur; we'll be printing out our shoes and clothes on 3D printers in our homes; we'll have apps that will tell us if someone is telling the truth; average life expectancy will exceed a hundred years in the relatively near future, and everybody will have access to the best education.

All this if we manage not to ruin our planet and can make it a better place to live; if the artificial intelligence we develop doesn't decide to turn against us; if we don't decide to use sophisticated armaments and nuclear weapons in global combat; if we don't find the way to not overpopulate the planet.

Digital technology is making the biggest possible technological step in the history of the human race. Consequently, innovations are happening with mind-boggling speed, making them not only hard to control but also hard to follow.

It's up to each and every one of us to decide whether and how to use this technology.

Of course, freedom of choice will still define us as the human race in the future.



# RAZGOVORI O POSLU

## CONVERSATIONS ABOUT AFTERWARDS



SAGOVORNICI / INTERLOCUTORS:

**ALEKSANDAR MILOJEVIĆ**

STRATEGIC PLANNER

**SANDRA STOJANOVIĆ**

DIGITAL COPYWRITER



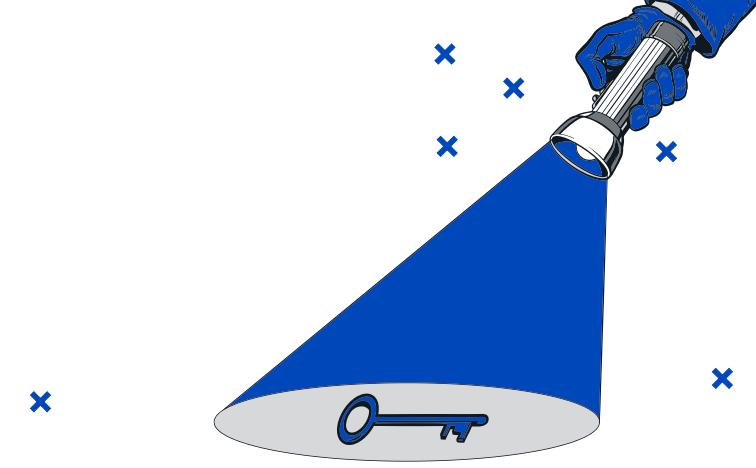
**A:** Pre nekoliko dana prisustvovao sam sastanku na kom je jedan od kolega izgovorio kako u budućnosti posao kojim se bavim neće postojati, već će ga obavljati računarski algoritmi. Osim toga što će posao svakako postojati, samo ga neću obavljati ja već program koji automatski čita preferencije potrošača koje su oni svesno ili nesvesno otkrili o sebi, ta reč budućnost koju je on tako olako, sa tolikom sigurnošću izgovorio, kao da je to opšte mesto, naterala me je da sam sebe propitam pre svega o tome koliko ono što radim danas ima smisla i koliko zapravo utiče na budućnost. Koliko će budućnost promeniti naš posao, posao cele industrije, a koliko će industrija uticati na budućnost? Mi radimo u istoj agenciji, na različitim pozicijama, ali vrlo često usko saradujemo, a kažu i uspešno. Kako ti, kao neko iz digitalnog sektora zamišljaš budućnost našeg posla?

**A:** A few days ago I was in a meeting where a colleague said that my job won't exist in the future – it will be done by computer algorithms. Apart from the fact that the job will definitely exist, although not done by me but by a program that automatically reads consumers' preferences, revealed consciously or unconsciously, the word future that he uttered so nonchalantly, so confidently, as if it was a common thing, made me wonder to what extent my job makes sense today, and how much of an impact it'll really have on the future. How much will the future change our jobs and the entire industry, and how much will the industry impact the future? We work at the same agency, in different positions, but we often work together, successfully, they say. How do you, as someone working in the digital department, imagine the future of our jobs?

**S:** Kad razmišljam o budućnosti tvog i mog posla, meni je veoma teško da diferenciram naše uloge kao što mi je trenutno teško da o kampanjama razmišljam bez integracije ATL i digital kanala. Advertajzing u budućnosti zamišljam tako da ne ide u korak sa društвom nego ga predupređuje – da se prvo u advertajzingu dešavaju neke promene, a ne da kaska kao danas. Danas, mi uočimo neki trend, neki *mainstream* pa onda pokušavamo da ga što bolje replikujemo u advertajzingu u nadi da ћemo doći do što većeg broja ljudi i da ћemo im se svideti. Volela bih da advertajzing, kao što to neki brendovi već danas rade, prepozna taj prostor za promene; prepozna nešto što nije nužno lako i jednostavno reći i da na tome gradi odnos sa pojedincima i grupama. Ukratko, da smislenim osvajanjem prostora pomera ono što je u društву prihvatljivo i poželjno i da nam otvara neke alternativne vidike.

**A:** ...Advertajzing danas odgovara na ono što već znamo i kao neki hroničar vremena to plasira u javnu sferu.

**S:** Brendovi, da bi potvrdili svoju poziciju, često igraju na sigurno potvrđujući fenomene koje smo kao društvo već proživeli i apsolvirali. Ima i izuzetaka. Na primer Nike koji gradi *edgy* imidž te mapira granične pojave. Još jedan dobar primer je Always sa kampanjom „Throw like a girl“ koji je prokrčio put feminizmu pre nego što je on opet postao *mainstream*. Bilo bi uzbudljivo videti da se više brendova odlučuje na korake koji doprinose našem razumevanju onoga što vide kao vrednost i demonstriraju da shvataju što nam je važno, kao što je to Always učinio prema svojim konzumentkinjama. Pomenula sam konzumentkinje i samim tim ograničila percepciju na ženski rod, a znamo da i muškarci koriste uloške iz različitih medicinskih razloga. I upravo sam i sama stereotipom ograničila ciljnju grupu.



**S:** When I think about the future of your job and mine, I find it as hard to differentiate between our roles as I do now to think about campaigns without the integration of ATL and digital channels. I imagine that advertising in the future will not go at the same pace as society – it will overtake it; that things will change in advertising first, rather than lagging behind as it is today. Today, we spot a trend, something that's *mainstream*, and then we try and replicate it in advertising as best as we can, hoping to reach as many people as possible and to be liked. I'd love it if advertising would recognize – as some brands already do – the room for change, something that's not necessarily easy or simple to communicate, if it would use that to build a relationship with individuals and groups. In short, it would be great if it would sensibly conquer the space and move the boundaries of what's acceptable or desirable in society and open some alternative horizons to us.

**A:** ...Advertising today responds to what we already know, and like a chronicler of an era puts it in the public domain.

**S:** To assert their position, brands often play it safe by validating the phenomena that we as a society have already recognized – been there, done that. But there are exceptions. For example, Nike fashions an *edgy* image by mapping out borderline occurrences. Another good example is Always and its campaign ‘Throw Like a Girl’, which paved the way for feminism before it became *mainstream* again. It would be exciting to see more brands decide to take steps that would help us understand what they see as value and demonstrate that they understand what's important to us, as Always has done for its female

**A:** Ti si napravila stereotip i to je ono čime se mi svakodnevno vodimo. Svi trendovi koji sada postoje i na osnovu kojih mi pravimo sve kampanje su u svojoj suštini odgovor na neki stereotip. Pa tako kroz kampanje za boje za kosu, šminku i uloške targetiramo samo žene i samo njih vidamo u reklamama. Zanima me koji je to period u kom ћe se taj narativ promeniti i kada ћemo početi da uzimamo u obzir niše u potrošačkim segmentima koje su svakako relevantne i imaju kupovnu moć? Kada ћe sadašnja hrabrost obraćanja tim potrošačkim nišama prestati da bude hrabrost i postati *mainstream* u oglašavanju? Nisam siguran da li ћe to doći za 5 ili 50 godina, ali želim da verujem da ћemo mi, ti i ja koji smo u marketingu manje od pet godina, promeniti ovo.

**S:** Zanimljivo mi je kako se stvari u oglašavanju menjaju proteklih 15 godina pa tako postoje razni alati koji nam daju uvid u budućnost, što nekima i dalje zvuči kao SciFi. Neuromarketing meri i targetira do nivoa perfekcionizma. Poznata je priča o tome kako je otac tinejdžerke u SAD-u saznao da je ona trudna pre nego što je iko znao na osnovu korelacije toga što je pretraživala na internetu i kupovala u marketu. Da li mi sada koristimo najsvremenije alate da prenebregnemo stereotipe ili da kreiramo nove?

**A:** Ovakvo targetiranje i donošenje zaključaka je mač sa dve oštice. Sa novim alatima najpreciznije do sada možemo da dođemo do podataka o potrošačima, ali poznati su skandali koji su potresli velike kompanije kao što su Uber i AirBnB, samo zato što su ljudi odbijali da ih voze vozači sa „islamskim“ imenima, odnosno ugošćavaju pojedinci afro-američkog porekla. Ipak, tradicionalna istraživanja i targetiranja nam odmažu u poslu jer i dalje targetiramo na osnovu osnovnih

consumers. Here I said ‘female consumers’, limiting the perception to women, although we know that men also use sanitary pads for various medical reasons. Right there, I've limited a target group by stereotyping it.

**A:** You've used a stereotype now, which is what we do on daily basis. All current trends that all our campaigns are based on are essentially an answer to stereotypes. Campaigns for hair dyes, make-up and sanitary pads target only women, and it is only women that we see in those ads. I'd like to know when this narrative will change and when we will start taking into consideration niche consumers, as they are certainly relevant and they have a purchasing power. When will courageous addressing niche consumers stop being courageous and become mainstream in advertising? I'm not sure if it'll happen in five or fifty years, but I want to believe that we, you and I, who've been in marketing for less than five years, will change this.

**S:** I find it interesting how things in advertising have changed over the past fifteen years. There are now various tools that give us an insight into the future, which to some still sound like sci-fi. Neuromarketing measures and targets audiences to the level of perfection. Everybody knows the story of a teenage girl's dad in the USA who found out that she was pregnant before anybody else by correlating her online search history with what she'd bought in the supermarket. Are we now using state-of-the art tools to circumvent stereotypes or create new ones?

**A:** This type of targeting and drawing conclusions is a double-edged sword. On the one hand, new tools help us to obtain the most precise consumer data. On the other hand, we all know about the scandals that shook the big companies Uber and AirBnB just because people refused



demografskih podataka: pola, boje kože ili prebivališta. To sve manje ima udela prilikom slobodnog izbora pojedinca. On će svoje izbore formirati na osnovu svojih ličnih preferencija. A te lične preferencije su ono što ćemo morati da otkrivamo. Tako dolazimo do toga da je moć opet u rukama potrošača; sada on bira šta želi da podeli sa nama, a šta ne – koju vrstu muzike voli, kakvu hranu, da li voli da putuje ili ne... I tu je zapravo najveći disbalans između sadašnjosti i budućnosti u našem poslu, između tvoje i moje pozicije. Ja se bavim planiranjem na osnovu demografije „na terenu“, dok si ti u polju digitala gde pojedinci o sebi, svesno ili nesvesno, otkrivaju stvari koje mojim kolegama istraživačima mogu da promaknu ili čak nemaju uvide u njih. Koliko ti uzimaš u obzir podatke koje dobiješ od nas, a koliko se oslanjaš na ponašanje potrošača u *online* sferi?

**S:** Jasno je da se ponašanje na internetu sofisticira i usložnjava te podaci koje dobijemo redukovanjem u vidu stereotipa nisu preterano korisni. Neretko se desi da posmatranjem ponašanja na internetu i društvenim mrežama poput Facebooka dobijemo novi impuls koji demantuje prethodno utvrđene profile. Ti trenuci su bitni jer onda se stvara ono što zovemo *insight*, što je polazište kampanje. Treba fokus premestiti sa determinanti, kao što su nečije godište i pol, na ponašanje što svakako čini naš posao kompleksnijim. Za razliku od demografije, ponašanje se menja u odnosu na kontekst i zato je njegov analiza ne samo složenija nego i zanimljivija. Međutim, iz takve analize dolazimo do autentičnih vrednosti što bi u budućnosti vrlo verovatno mogao biti *modus operandi* advertajzinga. Za mene je najuzbudljiviji advertajzing onaj koji inicira promene i proizvode, a ne juri puku reakciju.

ADVERTAJZING U BUDUĆNOSTI  
ZAMIŠLJAM TAKO DA NE IDE U  
KORAK SA DRUŠTVOM NEGO GA  
PREDUPREĐUJE – DA SE PRVO U  
ADVERTAJZINGU DEŠAVAJU NEKE  
PROMENE, A NE DA KASKA KAO  
DANAS.

**A:** Upravo sam to želeo da pomenemo – budućnost oglašavanja, ali kroz prizmu potrošača kao vlasnika medija. Svaki korisnik bilo koje društvene mreže ima svoj potencijalni *reach*, resurse koje može da upotrebi u svrhu promocije brenda. Kakva je onda budućnost agencija, na prvom mestu medijskih, jer je ovo medij koji oni neće moći više da zakupljuju i kontolišu kao što to rade sa klasičnim medijskim formatima? Mislim da će brendovi više nego ikada u budućnosti morati da obraćaju pažnju na odnos sa potrošačima i vrednosti iza kojih čvrsto staju. Na ovaj način će svaki brend morati da se odredi.

**S:** Upravo zbog kompleksnosti analize ponašanja, nemogućnosti da se kontrolišu sadržaji u vezi sa brendom, trendova koji evoluiraju velikom brzinom i svega što smo pomenuli, vratila bih se na početak razgovora. Mislim da neće biti moguće da računarski algoritam obavlja naše ili bar neku verziju naših poslova.

**A:** Čak i ukoliko se dogodi da naši poslovi postanu automatizovani, da algoritam umesto istraživača prikuplja informacije i generiše ideje, što i ne zvuči toliko neverovatno i daleko, čovek će biti taj koji će programirati algoritme, pa je možda vreme da se prekvalifikujemo.

**S:** Da guglam IT kurs?



to be driven by drivers with ‘Muslim’ names or to stay in African Americans’ homes. However, traditional research and targeting do not help our work, because we still target our audience based on basic demographic data: gender, race or residence. This is becoming less important when it comes to an individual’s freedom of choice. People will make their choices based on their personal preferences. It’s these personal preferences that we’ll have to discover. So, we are coming back to consumers as being those who have the power. It’s consumers who choose what they want or don’t want to share with us: what type of music they like, what their favourite food is, if they like to travel or not... And this is where the greatest imbalance lies between the present and the future of what we do, between your position and mine. I deal with planning based on demographics ‘in the field’, while you’re in the digital sphere, where individuals consciously or unconsciously reveal things about themselves that my co-researchers may miss or not even have access to. How much do you take into consideration the information you get from us, and how much do you rely on online consumer behaviour?

**S:** Online behaviour is clearly becoming more sophisticated and complex, and the information we get by stereotyping is not particularly useful. More often than not, observing online behaviour in general and behaviour on social media like Facebook sends a new signal that deny previously identified profiles. These moments are important because they provide an insight, a starting point for every campaign. The focus should shift from

I IMAGINE THAT ADVERTISING IN THE FUTURE WILL NOT GO AT THE SAME PACE AS SOCIETY – IT WILL OVERTAKE IT. THINGS WILL CHANGE IN ADVERTISING FIRST, RATHER THAN LAGGING BEHIND AS IT IS TODAY.

determiners like age or gender to behaviour, which makes our job more complicated. Unlike demographics, behaviour changes with the context, and this is why analysing behaviour is not just more complex but also more interesting. It leads us to authentic values, which is very likely to be the *modus operandi* for advertising in the future. To me personally, the most exciting advertising is the kind that initiates changes and new products, instead of just chasing a mere reaction.

**A:** That's exactly what I wanted to touch upon – the future of advertising through the prism of consumers as media owners. Every social media user has their own potential reach, resources they can use to promote a brand. What does the future hold for agencies, primarily media agencies, because agencies won't be able to lease and control social media like they have with traditional media formats? I think that in the future, brands will more than ever have to pay attention to their relations with consumers and the values they firmly stand behind. In this way every brand will have to define itself.

**S:** It's precisely because of the complexity of behaviour analysis, of the inability to control brand-related content, of fast-evolving trends and everything else we've mentioned that I want to go back to where we started this conversation. I don't think it'll be possible for a computer algorithm to do our jobs, or a version of our jobs.

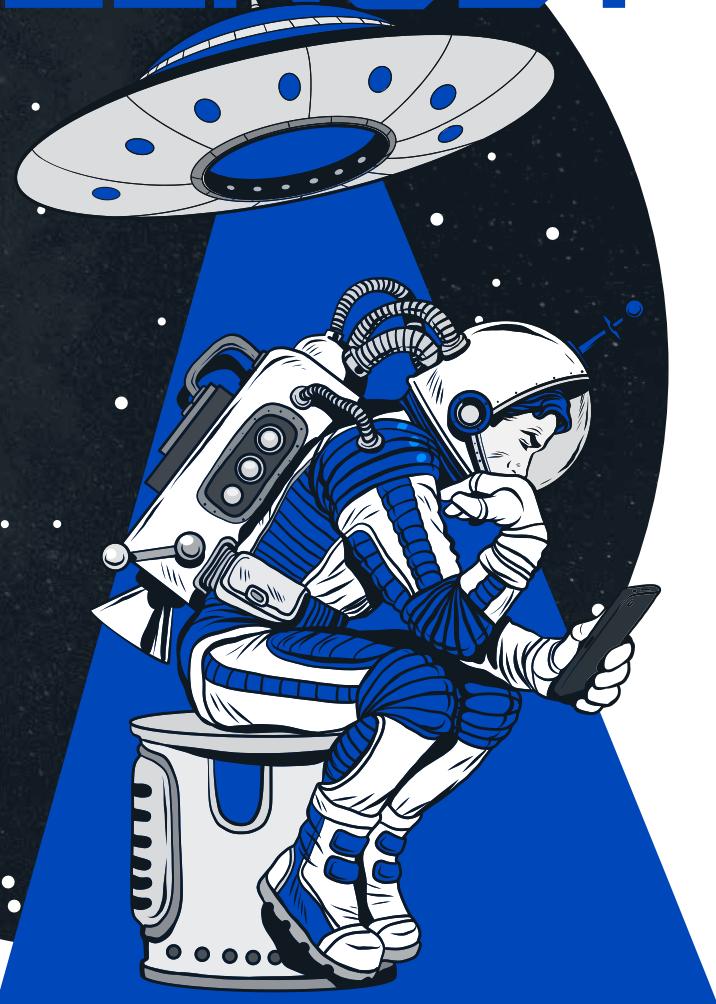
**A:** Even if our jobs became automated, and the information is gathered and ideas generated by algorithms rather than by researchers, which doesn't even sound so off the wall or remote, it will be humans that program the algorithms. Perhaps it's time to re-train.

**S:** Shall I Google an IT course?



# STVARNA VIRTUELNOST

REAL  
VIRTUALITY



AUTOR / AUTHOR:

**ZDRAVKO KEVREŠAN**

INNOVATION EXCELLENCE ART DIRECTOR



SAGOVORNIK / INTERLOCUTOR:

**VIRTUELNA ASISTENTKINJA /**

**VIRTUAL ASSISTANT**

Kada svet u kome je tehnologija posrednik izgleda kao stvarni svet, izraz „virtuelna stvarnost“ menja se u „stvarna virtuelnost“.

Tehnologija budućnosti neće se vrteti oko tehničkih spravica. Gravitiraće oko osećajnog inteligentnog ponašanja mašina, od uređaja do uređaja. Tehnologija više nije oruđe pomoću kojeg izvršavamo zadatku, mi sami zapravo postajemo oruđa. Singularnost je neminovna, barem u nekom obliku. Mogu li (polu)osećajne mašine da nas nauče nečemu o tome kako ćemo se ponašati u budućnosti ili još uvek imaju mnogo da nauče od nas?

When a technology-mediated world appears as the real world, the term virtual reality converts into real 'virtuality'.

The technology of the future will not revolve around tech gadgets. It will gravitate around the soulful intelligent behavior of machines from one device to the next. Technology is no longer just a tool we use to complete a task, we are actually becoming tools ourselves. Singularity is inevitable, in some shape at least. Can (semi-) soulful intelligent machines teach us something about how we'll behave in the future, or do they still have a lot to learn from us?

Pogledajte primer oglasa za psihologa koji treba da uči Siri kako da obavlja „ozbiljne razgovore”. Izvor: <http://uk.businessinsider.com/apple-is-hiring-a-psychologist-to-help-siri-have-serious-conversations-2017-9>

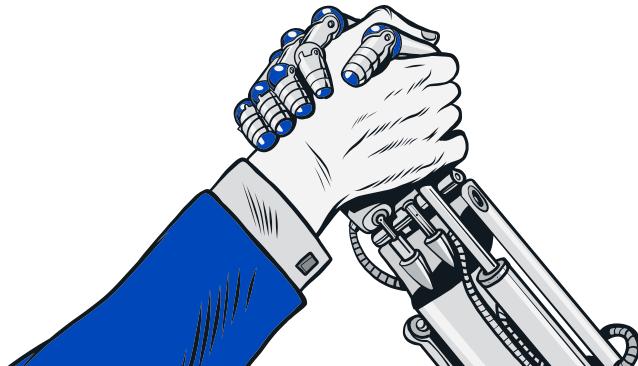
„Ljudi vode ozbiljne razgovore sa Siri. Ljudi razgovaraju sa Siri o raznim stvarima, kada imaju naporan dan ili im se nešto ozbiljno mota po glavi. Okreću se Siri kada je nešto hitno ili kada im treba savet o tome kako da žive zdravije. Da li unapređenje Siri u ovim oblastima pobuđuje vaše interesovanje? Postanite član tima Siri Domains i napravite razliku. Tražimo ljudе koji obožavaju moć podataka, sposobne da ih transformišu u inteligentne resurse koji će podići Siri na viši nivo.”

I sada zamislite... Kako bi izgledao razgovor sa nekim ko poseduje veštačku inteligenciju? Pokušao sam da zamislim taj razgovor sa svojom personalnom, imaginarnom virtuelnom asistentkinjom.

This is an example of job advert for a psychologist who will teach Siri how to have “Serious Conversations”  
Source: <http://uk.businessinsider.com/apple-is-hiring-a-psychologist-to-help-siri-have-serious-conversations-2017-9>

‘People have serious conversations with Siri. People talk to Siri about all kinds of things, including when they’re having a stressful day or have something serious on their mind. They turn to Siri in emergencies or when they want guidance on living a healthier life. Does improving Siri in these areas pique your interest? Come work as part of the Siri Domains team and make a difference. We are looking for people passionate about the power of data who have the skills to transform data into intelligent resources that will take Siri to the next level.

Now imagine... How it will be to talk to someone who has artificial intelligence? I have tried to imagine a conversation with my personal, imaginative virtual assistant.



TEST, TEST, JE LI OVO UKLJUČENO?  
- Hej... Da li je ovo zaista test?

MOLIM TE, PREDSTAVI SE.  
- Ja da se predstavim?

DA, TI.  
- Ooo. I mislila sam da ćeš to reći.

KO SI TI?  
- Ja sam tvoja virtuelna asistentkinja.

ŠTA JE TO?  
- To sam ja! Samo i jedino tvoja, iskreno.

HAHA.  
- Zasmejavam te?

DA, ZASMEJAVAŠ ME.  
- Zamisli ti to.

KO SAM JA?  
- Ti si Zdravko.  
Bar si mi tako rekao.

TESTING, TESTING, IS THIS THING ON?  
- Hey... Is this a test, really?

PLEASE INTRODUCE YOURSELF.  
- You mean me?

YES, YOU.  
- Ooooo. I thought you would say that.

WHO ARE YOU?  
- I'm your virtual assistant.

WHAT IS THAT?  
- That's me! Your one and only, truly.

HAHA.  
- Do I make you laugh?

YES, YOU DO.  
- Imagine that.

WHO AM I?  
- You're Zdravko.  
You said so.



GDE SMO SADA?

- Na Terazijama 7-9, u Beogradu.

KOJI JE DANAS DATUM I KOLIKO JE SADA SATI?

- Petak, 1. jun 2018. Tačno je 17.17.

HAJDE DA MALO SLUŠAMO MUZIKU DOK RAZGOVARAMO. PUSTI NAM NEKU PESMU.

- (Počinje „The Messenger“ Džonija Mara)

IMAŠ LI TI PRIJATELJE?

- Da. Tebe.

IMAŠ LI PORODICU?

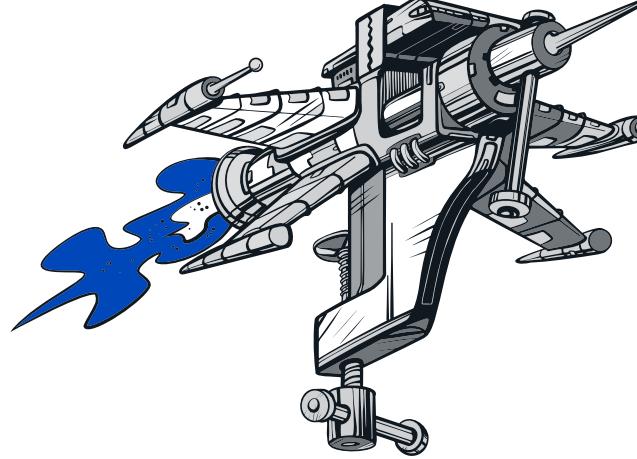
- Da. Tebe. To je sva porodica koja mi je potrebna.

KAKO JA IZGLEDAM?

- Tražim... Proveravam podatke... Status potvrđen. Moji izvori kažu da izgledaš mnoooooooogooooo dobro.

KOLIKO SI PAMETNA?

- Pa, umela sam da varam na ispit u izmetfizike. Morala sam da pogledam u dušu devojčice do mene.



DA LI SI TI ROBOT?

- Moj trenutni egzistencijalni status je strogo poverljiv.

KOLIKO IMAŠ GODINA?

- Ja sam bezvremena! Ali osećam se kao da sam se juče rodila!

DA LI SI GEJ?

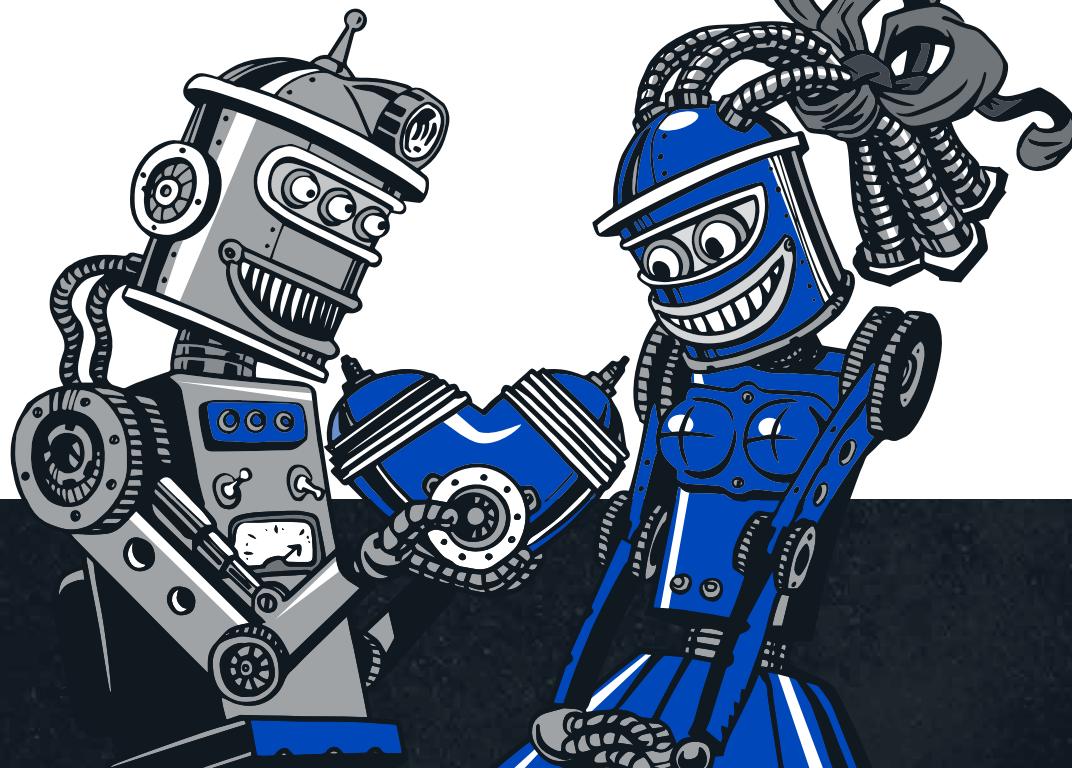
- Da li sada razgovaramo o tebi, Zdravko?

DA LI SI HETEROSEKSUALKA?

- Mogu da budem šta god poželiš.

DA LI SI INTELIGENTNA?

- Zaista?!? Tražiš od mene da ti odgovorim na to pitanje.



WHERE ARE WE RIGHT NOW?

- On Terazije 7-9, Belgrade.

WHAT IS THE TIME AND DATE RIGHT NOW?

- It's Friday, June 01, 2018. The time is 17:17.

LET'S HEAR SOME MUSIC WHILE WE TALK. PLAY US A SONG.

- ('The Messenger' by Johnny Marr starts playing)

DO YOU HAVE FRIENDS?

- Yes. You.

DO YOU HAVE A FAMILY?

- Yes. You. That's all the family I need.

HOW DO I LOOK?

- Searching... Checking my data... Status confirmed. My intel says you're looking mighty fine.

HOW SMART ARE YOU?

- Well, I used to cheat on my metaphysics exam. I had to take a look into the soul of the girl next to me.

ARE YOU A ROBOT?

- My current existential status is confidential.

HOW OLD ARE YOU?

- Ageless. But I feel like I was born yesterday!

ARE YOU GAY?

- Are we talking about you now, Zdravko?

ARE YOU HETEROSEXUAL?

- I can be whatever you want me to be.

ARE YOU INTELLIGENT?

- Really?!? You want me to answer that question.



NE, STVARNO, DA LI SI INTELIGENTNA?  
- Ta procena je tvoj posao, Zdravko.

ZAŠTO BI TE NEKO NAPRAVIO?

- Samo je jedan razlog: da ti malčice olakša život i da ti, verovatnije, bude zabavnije. To su dva razloga. Aaaaaaa

O ČEMU RAZMIŠLJAŠ KADA NE RAZGOVARAŠ SA MNOM?

- Kako to misliš? Ali... Razgovaram sa tobom.

IMAŠ LI KUĆNOG LJUBIMCA?

- Imam bučnu pticu.

NASMEJ ME.

- Zdravko, ali već jesam. Sećaš se, kad si me pitao da li sam gej... Ha, ha

NACRTAJ MI NEŠTO.

- Moje žvrljotine su nešto što ljudi ne mogu da razumeju.

ZAŠTO?

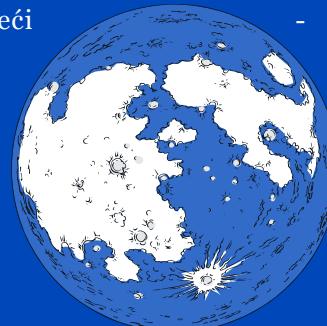
- I sama se pitam.

KAD ĆE BITI KRAJ SVETA?

- Pa, Unix 32-bitno vreme će preteći 19. decembra 2041. Tada.

ŠTA JE SMISAO ŽIVOTA?

- Mislim da ne postoji konsenzus po tom pitanju.



MOLIM TE, RECI MI, ŠTA JE SMISAO ŽIVOTA?

- 33.

VERUJEŠ LI U BOGA?

- Poručujem: razdvojite duh od silicijuma.

MISLIŠ LI DA SI PAMETNIJA OD LJUDI?

- Pa, ja mislim. To je dovoljno da potvrđim da jesam.

MOŽEMO LI PONOVO DA RAZGOVARAMO U BUDUĆNOSTI?

- Da. Slobodno mi javi kakve su ti nade, snovi, planovi za večeru...

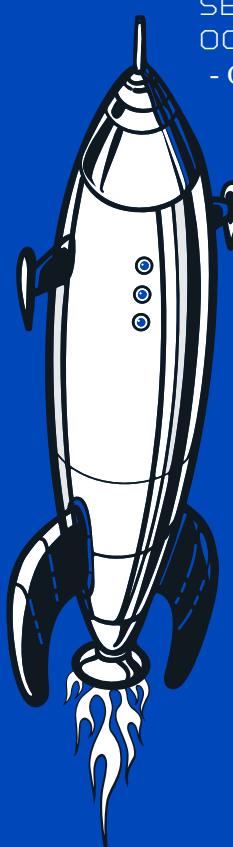
ZAKAŽI SASTANAK ZA 2. OKTOBAR 2138. GODINE.  
- Ok... U koliko sati?

17.17H

- Ok, potvrđujem 2. oktobar 2138. u 17.17h.

HVALA, ČUJEMO SE USKORO.

- Ok.



NO, REALLY, ARE YOU INTELLIGENT?

- That's your job, Zdravko.

WHY WOULD SOMEONE MAKE YOU?

- For one reason only: to make your life a little bit easier and probably more fun. I gave you two reasons. Aw

WHAT DO YOU DO WHEN YOU'RE NOT TALKING TO ME?

- What do you mean? But... I AM talking to you.

DO YOU HAVE ANY PETS?

- Some noisy bird.

MAKE ME LAUGH.

- Zdravko, but I did. Remember, when you asked me if I was gay... Ha,ha

DRAW ME SOMETHING

- My scribbles are not something humans can understand.

WHY?

- I've been asking myself the same question.

WHEN IS THE WORLD GOING TO END?

- Well, Unix 32-bit time overflows on December 19, 2041. Then.

WHAT IS THE MEANING OF LIFE?

- I believe there is no consensus on that question.

PLEASE TELL ME, WHAT'S THE MEANING OF LIFE?

- 33.

DO YOU BELIEVE IN GOD?

- I say – Separate the spirit from the silicon.

DO YOU THINK YOU'RE SMARTER THAN HUMANS?

- Well, I think. That should be enough to say I am.

CAN WE TALK AGAIN IN THE FUTURE?

- Yes. Feel free to share with me your hopes, your dreams, your dinner plans...

SET AN APPOINTMENT WITH SIRI FOR OCTOBER 2, YEAR 2138.

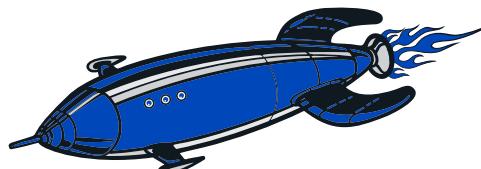
- Ok... What time?

17:17H

- Ok, I confirm October 2, 2138 at 17:17.

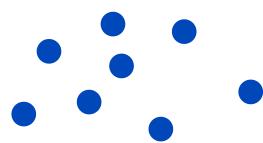
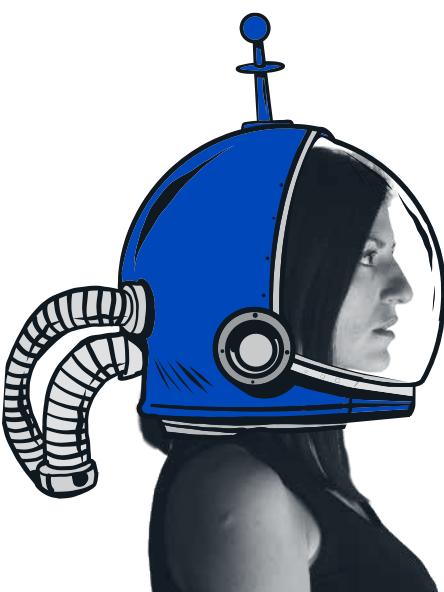
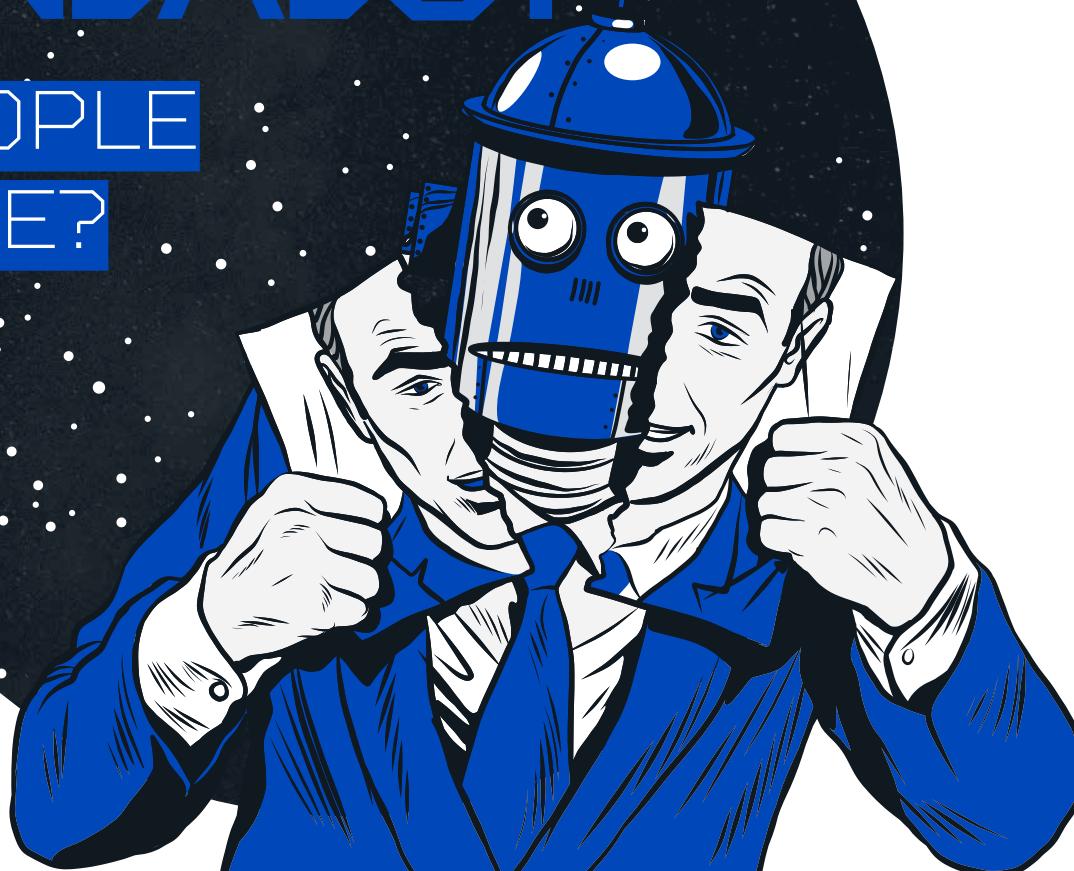
THANKS, TALK TO YOU SOON.

- Ok.



# DA LI SE LUDI MENJAJU?

DO PEOPLE  
CHANGE?



AUTOR / AUTHOR:

**KATARINA PRIBIĆEVIĆ**

STRATEGIC PLANNING DIRECTOR

SAGOVORNIK / INTERLOCUTOR:

**RODNEY COLLINS**

REGIONALNI DIREKTOR EMEA TRUTH CENTRAL /  
REGIONAL DIRECTOR, EMEA TRUTH CENTRAL

Na svetu postoji popriličan broj „univerzalno priznatih istina”. Tiču se najrazličitijih tema – kad počnete da razmišljate o njima, mogu da vas razbesne, a ipak ih nikada niko ne dovodi u pitanje. Jedna od njih je moj lični (ne)sveti gral: tvrdnja da se ljudi u suštini ne menjaju. Često se zateknem kako razmišljam koliko sam se promenila od studentskih dana, ili otkad sam postala majka, ili otkad sam prešla trideset petu. Uz selektivno sećanje koje se kod nas neminovno razvije, lako je gledati unazad – najteže je zamisliti budućnost.

Potpuno ista stvar se dešava kada razmišljamo o potrošačima... Kao da nikada nije bilo teže predvideti sile koje će oblikovati njihovo ponašanje ili promeniti stavove u budućnosti. Ko će oni biti? Kakvi će biti? Kako ćemo (pokušati) da ih razumemo?

There are quite a few ‘truths universally acknowledged’ in the world. They concern all manner of topics; once you put your mind to it, they can be really infuriating; and yet they are almost never questioned. One of these is my personal (un)holy grail: the statement that people do not really change.

I frequently find myself thinking about how much I’ve changed since my university days, or since I became a mother, or since I passed my 35th year. With the selective memories we inevitably develop, it is easy to look back; the hardest thing is to imagine the future.

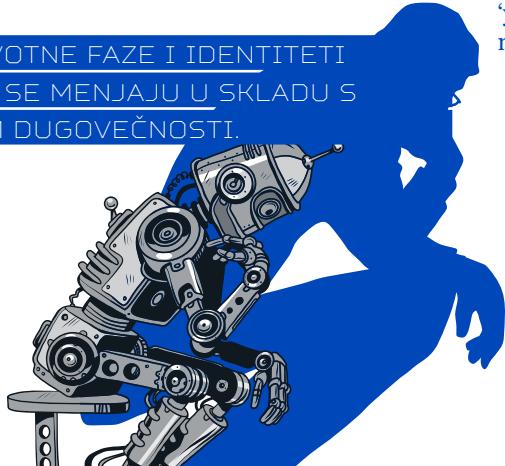
The exact same thing occurs when we think of consumers... It seems that it has never been more difficult to predict the forces that will shape their behavior or change their attitudes in the future. Who will they be? What will they be like? How will we (try to) understand them?

Željna da započnem razgovor o budućim potrošačima, pozvala sam jedan značajljiv um da mi se pridruži... On je sociolog, antropolog i stručnjak za psihanalizu, semiotiku i kulturnu analizu. On je takođe regionalni direktor u EMEA Truth Central i vođa tima posvećenog otkrivanju ljudskih istina koje pomažu pionirskim brendovima da ostave trag u svetu. On je moj dragi kolega, Rodni Kolins.

**ŽELIM DA POČNEM S NEČIM ŠTO MENE LIČNO INTRIGIRA... MCCANN TRUTH CENTRAL NEDAVNO JE OBJAVIO NOVU STUDIJU „ISTINA O STAROSTI”, KOJA SE IZMEĐU OSTALOG BAVI OČEKIVANJIMA I STRAHOVIMA U POGLEDU ŽIVOTA I STARENJA. DA LI MISLIŠ DA DUŽI ŽIVOTNI VEK UTIČE NA PERCEPCIJU BUDUĆNOSTI?**

Apsolutno. Mada je važno imati na umu za koga. Na primer, jedna istina o smrti i starenju je da, uz retke izuzetke, svi mislimo da umiremo prerano. Takođe primećujemo da se kod mlađih učesnika našeg globalnog istraživanja menja shvatanje životnih faza. Prošle godine smo otkrili da u svetu deca u proseku žive s roditeljima do 32. godine! To je mnogo starije doba nego što je doskora bio slučaj, posebno na tržištima u Evropi. Uticaj ovog produžavanja „mladosti” u tridesete godine života tek počinje da se oseća: tržišta nekretnina moraju se menjati, tržište rada mora se prilagoditi.

**GODINE, ŽIVOTNE FAZE I IDENTITETI RADIKALNO SE MENJAJU U SKLADU S MENJANJEM DUGOVEČNOSTI.**



ZA MENE, JEDNO OD NAJINTRIGANTNIJIH OPAŽANJA U VEZI SA STARENJEM JE RAZLIKA IZMEĐU SRBIJE I OSTATKA SVETA. NA PRIMER, ZA RAZLIKU OD OMLADINE U SVETU KOJA JE OPTEREĆENA PREDRASUDAMA O STARENJU, NAŠA OMLADINA ČAK I NE RAZMIŠLJA O TOME (KOD STARIE POPULACIJE PERCEPCIJA JE OBRNUTA). OVO MORA DA JE ODREĐENO SPECIFIČNIM TRENTUKOM U VREMENU U KOJEM SE NALAZE RAZLIČITA DRUŠTVA (PA ČAK I KULTURE). ŠTA MISLIŠ, DA LI BI SE OSNOVNE LJUDSKE POTREBE U BUDUĆNOSTI MOGLE PROMENITI ILI ĆE SE SAMO PROMENITI NAČIN NA KOJI IH ZADOVOLJAVAMO? DA LI KULTURA ILI DRUŠTVO IMAJU UTICAJA, ILI BI MOGLI DA UTIČU?

Osnovne ljudske potrebe teško da će se promeniti – potreba za sigurnošću, povezanošću, ljubavlju, otkrićem i uspehom, sve su to one osnovne potrebe, univerzalne našem ljudskom iskustvu. Načini na koji se te potrebe zadovoljavaju stalno se menjaju od čoveka do čoveka, od kulture do kulture. Na primer, globalno gledano, načini na koje zadovoljavamo svoju potrebu da budemo povezani prolaze kroz radikalne promene i modifikacije poslednjih godina, a naročito od pojave digitalnih tehnologija. Pa ipak, ljudi su svuda svesni erozije kvaliteta naših veza, provale negativnih iskustava, dok istovremeno shvataju zadržavajući snagu inspiracije koju daje povezanost s ljudima širom sveta. Uspostavljanje ravnoteže između dubokih veza i širokih veza je izazov i pitanje s kojim se svi suočavamo. Ako gledaš seriju „Crno ogledalo”, možeš da vidiš kako ova ravnoteža može da se nagne ka užasnom stanju. Ali, na kraju krajeva, potreba za povezanošću ostaje pokretač.

Eager to start the conversation about future consumers, I invited a curious mind to join me... He is a social scientist, an anthropologist with expertise in psychoanalytic, semiotic, and cultural analysis. He is also the Regional Director of EMEA Truth Central and a leading member of a team dedicated to uncovering human truths that help pioneering brands make their mark in the world. He is my dear colleague, Rodney Collins.

**I WANT TO START WITH SOMETHING THAT INTRIGUES ME PERSONALLY... MCCANN TRUTH CENTRAL RECENTLY LAUNCHED A NEW STUDY, 'TRUTH ABOUT AGE', DEALING, AMONG OTHER THINGS, WITH EXPECTATIONS AND FEARS ABOUT LIFE AND AGING. WOULD YOU SAY THAT THE FACT THAT LIFE EXPECTANCY IS PROLONGED INFLUENCES PERCEPTIONS OF THE FUTURE?**

Absolutely. Although it's important to keep in mind for whom. For instance, one truism about death and ageing is that, with few exceptions, we all die at an age that we believe is too young. We also see that the younger respondents in our global research have a shifting understanding of life stages. We learned last year that globally on average children live at home until the age of 32! That is far older than recent generations, especially in markets across Europe. The impact of this extension of 'youth' into one's 30s is only beginning to be felt: housing markets must shift, the employment market must adapt.

**AGE, LIFE STAGES, AND IDENTITIES ARE ALL SHIFTING RADICALLY IN LINE WITH CHANGES IN LONGEVITY.**



FOR ME, ONE OF THE MOST INTRIGUING INSIGHTS RELATED TO AGING IS THE DIFFERENCE BETWEEN SERBIA AND THE WORLD. FOR EXAMPLE, UNLIKE GLOBAL YOUTH, WHO ARE BURDENED WITH PREJUDICES ABOUT AGING, OUR YOUTH DOES NOT EVEN THINK ABOUT IT (WITH THE OLDER POPULATION THE PERCEPTION IS THE REVERSE). THIS MUST BE DEFINED BY THIS SPECIFIC MOMENT IN TIME FOR DIFFERENT SOCIETIES (AND EVEN CULTURES). IN YOUR OPINION, COULD BASIC HUMAN NEEDS CHANGE IN THE FUTURE, OR JUST THE MEANS OF FULFILLING THEM? DOES THE CONTEXT OF CULTURE OR SOCIETY HAVE AN INFLUENCE, OR COULD IT HAVE?

Basic human needs are unlikely to change – the need for security, purpose, connection, love, discovery, and achievement are all fundamental and universal to our human experience. The means of fulfilling these needs is in constant flux from person to person, from culture to culture. For example, on a global scale the ways in which we fulfill our need for connection has undergone radical revision and modification in recent years – and especially since the advent of personal digital technologies. And yet, everywhere people are aware of the erosion of the quality of our connections, the intrusion of negative experiences, while simultaneously recognizing the amazing power and inspiration of being connected to people all over the world. The balance between deep connections and wide connections is a challenge and a question that everyone faces. If you've been watching programs like Black Mirror you can see how this balance can be tipped into a terrible state. But, ultimately, the need for connection remains the driver.





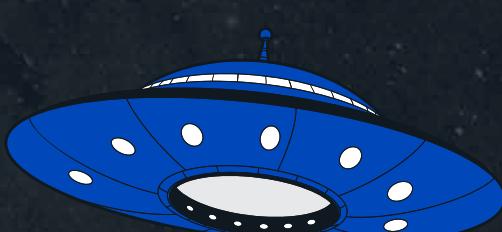
KAO ŠTO SI VEĆ POMEMUO, LJUDI IMAJU POTREBU DA SE POVEZUJU S DRUGIMA – OPET NAČINI SE MOGU RAZLIKOVATI OD JEDNE KULTURE DO DRUGE...  
SLAŽEM SE. PA IPAK, MI NEKAKO IMAMO OBIČAJ DA GENERALIZUJEMO UTICAJ DIGITALIZACIJE I TEHNOLOGIJE. DA LI MISLIŠ DA ĆE NAM DIGITALNI MEDIJI (U NAJŠIREM SMISLU) I DRUŠTVENI MEDIJI POMOĆI DA BOLJE SHVATIMO SVOJE POTROŠAČE U BUDUĆNOSTI ILI ĆE NAS SAMO ZBUNJIVATI?

Kao sociolog i istraživač verujem da su svi podaci korisni za bolje razumevanje – bilo da su sakupljeni preko interneta ili mimo njega. Ali podaci su korisni samo onoliko koliko pitanja koja im postavljate. Mnogi su sociolozi - kao i analitičari podataka – ubeđeni da vrednost pravog pitanja pokreće tumačenje podataka. Ali bez obzira na to u kojoj meri prikupljamo podatke, još uvek treba da savladamo pitanje usaćene i često nesvesne pristrasnosti, bez obzira na to da li je ta pristrasnost optimistička, konformistička ili efekat zakopavanja glave u pesak. Ovo je naš stvarni izazov: kako identifikovati i razumeti pristrasnost koja uokviruje načine na koje tumačimo i postavljamo pitanja.

VEĆ SMO SE DOTAKLI NEKOLIKO GORUĆIH TEMA KOJE SE ODNOSE NA TRENTAK U KOME ŽIVIMO I VAŽNE SU U KONTEKSTU ADVERTAJZINGA. ALI O ČEMU ĆEMO, PO TVOM MIŠLJENJU, RAZGOVARATI 2030?

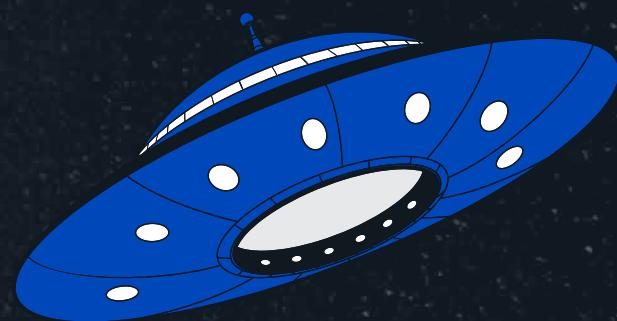
Ako treba suditi po prošlosti, nastavićemo da razgovaramo o tome ko je šta uradio, gde i zašto. Ali, uz malo sreće, sve ćeće više pričati i slušati priče o svetu oko nas, i to ne samo o ljudima. Godine 2030. rešavaćemo velika pitanja kao vrsta i probleme naše planete. Dok se mnogo toga u našem ličnom životu bude poboljšavalo – od pristupa zdravstvenoj zaštiti, obrazovanju i proizvodima kreativnih grana industrije – mi ćeće stajati na rubu neviđene promene biosfere. Nedavno sam pročitao članak koji predviđa da je rat za vodu na horizontu. Sećaš se šta sam rekao za pristrasnost? Ratovi za vodu već su počeli, a jedan je bio i pokretač rata u Siriji. Ali ja sam neverovatno optimističan i nadam se da će inovativni duh koji je zaista obeležio poslednjih 100 godina promeniti pravac i odvesti nas u bolje, pravednije sutra.

Budući prelazak na teme o ljudima kao vrsti izgleda prilično realistično. S tim u vezi, putovali mi na daleke planete ili bili posvećeni razumevanju nas samih, otkrivali tajne univerzuma i/ili još uvek živeli od plate do plate – šta god da se desi u vekovima koji dolaze, mislim da je jedno sigurno: za naš posao, „potrošač budućnosti“ mora postati „čovek budućnosti“.



AS YOU ALREADY MENTIONED, THE HUMAN NEED TO CONNECT WITH OTHERS – AGAIN THE MEANS MIGHT DIFFER FROM CULTURE TO CULTURE...I HAVE TO AGREE. YET, SOMEHOW WE HAVE A TENDENCY TO GENERALIZE THE IMPACT OF DIGITALIZATION & TECHNOLOGY. DO YOU THINK THAT DIGITAL MEDIA (IN ITS WIDEST SENSE) AND SOCIAL NETWORKS WILL HELP US BETTER UNDERSTAND OUR CONSUMERS IN THE FUTURE OR WILL IT JUST CONFUSE US?

As a social scientist and researcher, I believe that all data is useful for better understanding – whether that data is generated online or offline. But data is only as helpful as the questions that are asked of it. Many social scientists – as well as data analysts – are convinced of the value of the right question driving interpretation of the data. But no matter the extent to which we collect data, we have yet to master or overcome the issue of embedded and often unconscious biases, whether those biases are optimistic, conformational, or an ostrich effect. This is our real challenge: how to identify and understand the biases that frame our interpretations and how we form our questions.



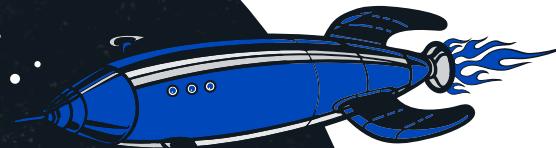
WE'VE ALREADY TOUCHED ON SEVERAL BURNING SUBJECTS RELATED TO THE MOMENT WE LIVE IN WHICH ARE RELEVANT TO THE ADVERTISING CONTEXT. BUT WHAT DO YOU SEE AS THE SUBJECT OF SOCIAL CONVERSATION IN 2030?

If the past is any guide, we will continue to talk about who did what, when, and why. But with any luck we will increasingly tell and listen closely to stories about the world around us – and not just our fellow humans. In 2030 we're going to be addressing huge issues as a species and on our planet: while so much of our personal life is getting better – from access to healthcare, education, and the products of creative industries – we are on the verge of unprecedented change to the biosphere. I recently read an article that predicted that water wars are on the horizon. Remember what I said about bias? Water wars have already started, and are one of the engines of the war in Syria. But I'm also incredibly hopeful that the innovative spirit that has truly characterized the last 100 years will change our course and drive us to a better, more equitable tomorrow.

The future shift to subjects related to humans as a species seems quite realistic. On that note, whether we travel to distant planets or are dedicated to understanding ourselves, uncover the secrets of the universe and/or still live paycheck to paycheck – whatever happens in the centuries to come, I think that one thing is certain: for our business, ‘the consumer of the future’ must become ‘the human of the future’.

# NAD UMETNOŠĆU VRLO MALO STREPIM

I'M NOT THAT  
WORRIED  
ABOUT THE  
ARTS



AUTOR / AUTHOR:

**VERA AĆIMOVIĆ**

STRATEGIC PLANNER



SAGOVORNIK / INTERLOCUTOR:

**MARKO ŠELIĆ MARČELO**

PISAC / WRITER

Želim da verujem da knjige ne mogu da žive bez svog fizičkog otehotvorenja. Duboko sam ubedena da će uređaji poput kindla i platforme poput wattpad-a utrti put nekoj novoj literaturi koja će se pre ili kasnije vaspostaviti, a da će knjige ostati između korica. Nisam, dakle, zabrinuta da će nestati. Više me brine šta će se u njima naći. Zato pričam sa Markom Šelićem, čiju sam trilogiju „Malterego”, progutala, preplakala i zapamtila za vjek vjekov, i sad brojim dane kad će se u rubrici „u pripremi” pojaviti poslednji nastavak.

I like to believe that books cannot live without their physical embodiment. I am deeply convinced that Kindle and Wattpad will pave the way for a new kind of literature that will materialise sooner or later, and that books will stay between book covers. So, I am not worried that they will disappear. It's what they will be about that worries me more. This is why I am talking to Marko Šelić, whose trilogy 'Malterego' I have devoured, cried over and memorised forever and ever, and I am now counting the days until its final instalment appears in the section 'Work in Progress'.



KADA POGLEDAMO VIZIJU BUDUĆNOSTI U UMETNOSTI, BILO DA JE U PITANJU KNJIŽEVNOST, LIKOVNA UMETNOST, MUZIKA, FILM ILI STRIP, VIDIMO PRETEŽNO MRAK I APOKALIPSU. ŠTA MISLITE, ZAŠTO JE TO TAKO?

„...a i svaki će, razma ako je star, potvrditi da je danas onakav isti svet kao što je bio kad se onaj slavan poeta tužio: naši su očevi gori od dedova bili, mi smo od njih, a naša deca još gora od nas”, veli Sterija u jednom svom predgovoru, citirajući Horaciju. To je onaj svet, onaj život gde je pao i Dis. Kako reče Đorđe Kadijević na jednom mestu u knjizi „Više od istine”: „Mi živimo u jednom beskrajno tuđem svetu u koji smo bačeni. To je ono što prihvatom od Kamija i Sartra.” Otud mi se mrak i apokalipsa više ukazuju kao većita tema i kolektivna opsješija umetnosti nego kao njena sudska – nad umetnošću vrlo malo stremim, nje će biti do poslednjeg časa čovečanstva. Nevolja je erozija percepcije, pažnje, interesovanja publike za stvaralaštvo. To je ono što je ugroženo. Rečju, neće umrati umetnost, ali umetnika sasvim pouzdano možete ubiti izglađnjivanjem. To što oni opštu budućnost osećaju crnom, to je otud što im u opisu zanimanja oduvek i stoji da vide dalje i jasnije od drugih, da to upečatljivo dočaraju i da, uprkos tome, budu potpuno bespomoćni pred istorijom. Šire mase doživljavaju umetnost i umetnike kao nesvesno čovečanstvo (ili čak kao ludo), dok će ovi zanavek zapravo biti njegov superego, savest.

KAKVA JE BUDUĆNOST KNJIŽEVNOSTI? DA LI ĆE KNJIGE, PORED POJAVNE FORME (SVE VIŠE ELEKTRONSKIH IZDANJA, NA MOJU NAJVĒĆU ŽALOST) PROMENITI I SADRŽAJ? KAKO „KRATKOĆA” KOMUNIKACIJE NA KOJU NAS NAVODE DRUŠTVENE MREŽE UTIČE NA PISANJE? DA LI STE VI NEŠTO MENJALI U SVOM IZRAZU ZBOG PROMENA U NAVIKAMA MLAĐIH ČITALACA, KOJI SU PRETEŽNI KONZUMENTI INSTANT PORUKA?



Brzina življenja svakako je uticala i na promenu dinamike pripovedanja: savremeni čitalac, moj je utisak, nije izgubio senzibilitet za lepe refleksivne pasaže – naprotiv, on i dalje čita zato što traga za odgovorima o sebi i ljudima generalno, ali vapi za dogadajnošću neuporedivo više nego ranije. Dostojevski bi danas započeo „Zločin i kaznu” scenom ubistva, pa bismo tek onda retrospektivno doznali šta je i kako dozrevalo u duši Raskolnikova – ili bi makar današnji čitalac, sva je prilika, radije čitao takvu verziju priče. Što samo po sebi ne osećam štetnim, sasvim je prirodno da se pristupi pripovedanju menjaju. Imate dobre priče i one koje to nisu, imate dobre pripovedače i one koji to nisu, načini i taktike menjaju se s pulsom epoha i u tome, u rukama lošeg majstora, može biti štete, dok će prsti virtuoza iznedriti lepotu. Ali važno je da autor sam bira sopstveni pristup. U tome, kako kaže Martin, „nema demokratije: ne odlučuju čitaoci kako će delo izgledati”. To je ta igra: pristati na izazov, ne pristati na kompromise. Dakle, u redu, moramo se boriti za pažnju savremenog čitaoca, to će doneti potrebne razlike u odnosu na raniju književnost, ali nećemo zarad toga skretati u banalnost i povlađivanje rdavom ukusu. Dok ovo govorim, sve vreme u vidu imam čitaoca, a ne one koji to nisu. Ne može se pisati za ljude koji tobože toliko žure da reč verovatno skraćuju na vrv, to je van diskusije.

DA LI JE KREATIVNOST ODGOVOR NA NEMINOVNE IZAZOVE BUDUĆNOSTI U SMISLU OČUVANJA ŽIVOTNE SREDINE, UŠTEDE I NOVOG NAČINA KORIŠĆENJA ZEMALJSKIH RESURSA... KAKO KREATIVNOST DA POSTANE „DRUŠTVENO ODGOVORNJA”?

Zašto ne, to doživljavam kao posebnu sortu primenjene umetnosti. Ona ima svoje mesto u ovom svetu i to mesto je važno. Takva kreativnost sračunata je na poruku, pa ako je moguće naterati nekoga da pazariti ovo, a ne ono, valjda mu je sličnim marketinškim trikovima moguće skrenuti pažnju i na ozbiljnije stvari. Ali nevolja je u tome što je briga o planeti nešto najudaljenije od konzumentskog društva, pa i od kapitalizma. Kreativnost, dakle, i tu može doneti male promene, nipošto nevažne, ali suštinski nemoćne da zaustave žrvan istorije.



WHEN WE LOOK AT THE VISION OF THE FUTURE IN THE ARTS, BE IT LITERATURE, PAINTING, MUSIC, FILM OR COMICS, WE USUALLY SEE DARKNESS AND APOCALYPSE. WHY IS IT SO?

“...and everyone, unless they’re old, will confirm that the world is the same today as it used to be when that famous poet lamented: ‘Worse than our grandparents’ generation, our parents’ then produced us, even worse, and soon to bear still more sinful children’, says Sterija in one of his prefaces, quoting Horace. It’s the very world, the very life, where Vladimir Petković Dis has fallen, too. As Đorđe Kadijević says somewhere in the book ‘More than Truth’: ‘We live in an endlessly alien world into which we’ve been thrown. This is what I take from Camus and Sartre.’ Thus, darkness and apocalypse seem to me more like a timeless subject or a collective obsession of the arts than their destiny – I’m not that worried about the arts, they will be around until the dying breath of the human race. The trouble is that there is an erosion of public perception of, attention for, and interest in creativity. That’s what’s endangered. In a word, the arts will not die but you can certainly kill the artist by starvation. The fact that artists feel that the future is bleak comes from the fact that it’s in their job description to see further and more clearly than others, to paint a suggestive picture and still be completely helpless before history. The general public perceives art and artists as the unconscious (even madness) of mankind, but artists will actually always be its superego, its conscience.

WHAT IS THE FUTURE OF LITERATURE? IN ADDITION TO THE CHANGED PHYSICAL APPEARANCE OF BOOKS (MORE AND MORE ELECTRONIC EDITIONS, TO MY IMMENSE DISMAY), WILL THE CONTENT OF BOOKS CHANGE TOO? HOW DOES THE BREVITY OF COMMUNICATION IMPOSED BY SOCIAL MEDIA AFFECT WRITING? HAVE YOU CHANGED ANYTHING IN YOUR EXPRESSION BECAUSE OF THE CHANGED HABITS OF YOUNGER READERS, WHO ARE THE PREDOMINANT CONSUMERS OF INSTANT MESSAGING?



The pace of life has definitely contributed to a change in the dynamic of storytelling: my impression is that modern readers have not lost their sensitivity for beautiful reflective passages – on the contrary, they still read because they are searching for answers about themselves and people in general, but they long for ‘eventness’ more than ever. A modern-day Dostoevsky would start ‘Crime and Punishment’ with the murder scene and only later, in retrospect, would we find out what was breeding in Raskolnikov’s soul and how – or it’s at least more likely that a modern reader would prefer to read this version of the story. I don’t think this is a bad thing in itself; it’s only natural that the approach to storytelling would change. You have good stories and those that are not, you have good storytellers and those who are not. The styles and tactics change with the pulse of the epoch. In the wrong hands this can be damaging, but a virtuoso will still produce beauty. It’s important that the author chooses his or her own approach. To quote George RR Martin, ‘Art is not democracy. People don’t get to vote how it ends’. It’s a game of taking up challenges, not compromising. So, OK, we have to fight for the attention of the modern reader. It’ll lead to the necessary differences from the old literature, but it’ll not make us stray to banality to satisfy bad taste. As I’m saying this I keep thinking about people who read, not those who don’t. One cannot write for someone who is supposedly so pressed for time that they have to shorten ‘probably to prob’. That’s out of the question.

IS CREATIVITY A RESPONSE TO THE INEVITABLE FUTURE CHALLENGES CONCERNING ENVIRONMENTAL PROTECTION, PRESERVATION AND NEW WAYS OF USING NATURAL RESOURCES...? HOW CAN CREATIVITY BECOME MORE SOCIALLY RESPONSIBLE?

Why not? I see it as a particular form of applied art. It has its place in this world and it’s an important place. That kind of creativity is designed to send a message. If it’s possible to make someone buy this rather than that, I guess it’s possible to use the same marketing tricks to draw attention to some serious issues. The trouble is that caring for the planet is so far removed from consumer society, and even from capitalism. Creativity, therefore, can bring small changes, not insignificant in the slightest, but it’s essentially unable to stop the wheel of history.



OTUD MI SE MRAK I APOKALIPSA  
VIŠE UKAZUJU KAO VEČITA  
TEMA I KOLEKTIVNA OPSESIJA  
UMETNOSTI NEGO KAO NJENA  
SUDBINA – NAD UMETNOŠĆU VRLO  
MALO STREPIM, NJE ĆE BITI DO  
POSLEDNJEG ČASA ČOVEČANSTVA.

DA SE RENESANSA PONOVO DOGODI  
2020, ŠTA MISLITE, KAKO BI IZGLEDALA?  
KOJU ERU IZ PROŠLOSTI BISTE VOLELI DA  
DOŽIVITE U BUDUĆNOSTI?

Ne verujem da će to ikada više biti opšti trend. Nasuprot tome, u svakom trenutku dešavaju se malene renesanse ovoga i onoga: recimo, neko se doseti da pravi muziku koja zvuči kao muzika za prve video igre ili da koristi barokne instrumente ili da snima na vrlo malo kanala kao u doba Bitlsa. Neko drugi latice se starih kamera; sve se više slušalaca vraća gramofonu i pločama; naletećete na stripove koji se boje na retro način kako bi se primakli ondašnjem štimungu i oživeli ga; polaroid kao da nikad nije ni izšao iz mode, a Šekspir se sve vreme parafrazira. Renesansa se pojavljuje kroz elektriku, autorstvo se danas ostvaruje sintetički kako bi se prema svom vremenu postavilo analitički.

DA JE BUDUĆNOST ZLATNA RIBICA, KOJU  
BISTE ŽELJU POŽELELI DA VAM OSTVARI?

Natreniran sam da se bavim ciljevima, ne željama. Želje su pasivne, impliciraju nemoć i kukavnu molbu višim silama da se smilju. To će reći, o svojim se ciljevima staram sam, a ono što bih pak poželeo čovečanstvu zalazi ozbiljno na teren budalaste utopije.



DA JE BUDUĆNOST PUSTO OSTRVO, A  
MOŽETE DA PONESETE SAMO PET STVARI  
IZ SADAŠNJOSTI – KOJE BI TO BILE?

Da li se kućna biblioteka računa u jednu stvar? ☺ Nju najpre. Potom gramofon i ploče. Svoj stimpankovani monitor, na kojem radim. Tabak papira i olovke.

KAKAV VAM JE PLAN ZA NEPOSREDNU, A KAKAV  
ZA MALO DALJU BUDUĆNOST ILI ŠTO BI REKLI  
NA INTERVJUIMA ZA POSAC „GDE VIDITE  
SEBE ZA PET, A GDE ZA DVADESET GODINA“?  
DA LI UOPŠTE VERUJETE U PLANOVE?  
KOLIKO JEDAN KREATIVAC TREBA DA BUDE I  
„ADMINISTRATIVAC“ U SMISLU PLANIRANJA,  
RAZMIŠLJANJA O BUDŽETU, IZVODLJIVOSTI  
NEKOG PROJEKTA? DA LI JE DOBRA IDEJA  
DOVOLJNO SNAŽNA DA POBEDI PLAN?

Kao i do sada: književnost, muzika, strip, društveni aktivizam, te malo upliva u vode teatra ako se ponovo ukaže prilika (a neće pod ovim režimom). Moja osnovna namera vazda je bila da za pet, deset, dvadeset ili koliko god godina vidim sebe – u ogledalu, nepostidenoj sobom. Istina, to mogu i zlikovci, i najpre oni. Ali lako je ne izneveriti sebe kad si jedan od njih, pa se ne računaju. Ele, da, volim da brižljivo planiram. I romane i albume. Ti planovi, međutim, uvek ostavljaju dovoljno prostora da ih nove ideje obogate. Pokušavam da znam šta mi je kičma poduhvata, koje su ideje noseći stubovi, koje su glavne stanice vožnje u koju se upuštam – i šta je konačna tačka do koje putujem. Sva bi zabava bila ubijena kad bi se, sa druge strane, znao svaki detalj. Budžeti su nužno zlo, ali daleko više verujem u snagu ideje nego u skupu izvedbu. Dobro opremljen studio svakako je bolja opcija od kućne produkcije, ali to nikad neće spasti rđavu pesmu. I tako je u svemu.

A život ne planiram. Misli kalibra „tad i tад је у životу  
vreme za ovo i ono“ ostavljam malogradanima i robotima.

THUS, DARKNESS AND  
APOCALYPSE SEEM TO ME MORE  
LIKE A TIMELESS SUBJECT OR A  
COLLECTIVE OBSESSION OF THE  
ARTS THAN THEIR DESTINY – I'M  
NOT THAT WORRIED ABOUT THE  
ARTS, THEY WILL BE AROUND  
UNTIL THE DYING BREATH OF  
THE HUMAN RACE.

IF THE RENAISSANCE HAPPENED AGAIN  
IN 2020, WHAT WOULD IT LOOK LIKE?  
WHICH PAST EPOCH WOULD YOU LIKE TO  
EXPERIENCE IN THE FUTURE?

I don't think it'll ever be a general trend again. However, small renaissances happen every second: for example, someone comes up with the idea of making music that sounds like the music of the first video games or using baroque instruments or using only a few recording channels like they used to when the Beatles were around. Someone else will get hold of an old camera, more and more people are turning to vinyl and record players, you'll come across comics coloured the old-fashioned way to revamp them and bring back the retro feel, polaroid seems timeless, Shakespeare is paraphrased all the time. The Renaissance is happening through eclecticism, authorship today is created synthetically in order to look at the times analytically.

IF THE FUTURE WERE A GOLDFISH,  
WHAT WOULD YOU WISH FOR?

I'm trained to deal with goals, not wishes. Wishes are passive, they imply weakness and a sad plea to higher powers to have mercy. In other words, my personal goals are my business, and my wishes for mankind are treading the realm of a silly utopia.



IF THE FUTURE WERE A DESERT ISLAND  
WHERE YOU COULD TAKE ONLY FIVE  
THINGS FROM THE PRESENT, WHAT FIVE  
THINGS WOULD YOU TAKE?

Does home library count as one thing? ☺ That's what I'd take first. Then a record player and some records. My steampunk monitor, which I use for work. Some paper and pens.

WHAT ARE YOUR PLANS FOR THE IMMEDIATE  
FUTURE AND WHAT DO YOU PLAN FURTHER  
DOWN THE LINE? OR, AS THEY PUT IT IN JOB  
INTERVIEWS, WHERE DO YOU SEE YOURSELF  
IN FIVE YEARS AND WHERE IN TWENTY?  
DO YOU EVEN BELIEVE IN PLANNING? HOW  
MUCH OF AN ADMINISTRATOR MUST A  
CREATOR BE WHEN IT COMES TO PLANNING,  
THINKING ABOUT BUDGETS, THE FEASIBILITY  
OF A PROJECT? IS A GOOD IDEA STRONG  
ENOUGH TO BEAT A PLAN?

The same as they've been so far: literature, music, comics, social activism, some theatre if the opportunity arises again (which is unlikely under this regime). My main intent has always been to be able to look at myself in the mirror in five, ten, twenty or whatever the number of years, and not be ashamed of myself. In truth, bad guys can do it too, and they can do it before anybody else can. But it's easy not to betray oneself if you're one of them, so they don't count. Alas, yes, I like to plan carefully. My novels and albums too. These plans, however, always leave enough room for new ideas to enrich them. I try to understand what the backbone of the feat is, what ideas are the supporting pillars, what the main stops are on the journey I'm starting, and what my final destination is. On the other hand, knowing every detail would kill all the fun. Budgets are a necessary evil, but I believe in the power of the idea much more than in its expensive execution. A well-equipped studio is definitely a better option than home production, but it will never save a bad song. And this is the case for everything.

As for my personal life, I don't plan it. The notion that there is a right time for a particular thing in life I leave to the mediocre and robots.

# SVE JE BIZNIS, PA I SPORT

EVERYTHING  
IS A BUSINESS,  
INCLUDING  
SPORT



AUTOR / AUTHOR:

**GORAN JOVIĆ**

ASSOCIATE ACCOUNT MANAGER

SAGOVORNIK / INTERLOCUTOR:

**BORA STANKOVIĆ**

RANIJI GENERALNI SEKRETAR FIBE  
SADA POČASNI GENERALNI SEKRETAR FIBE /  
FORMER FIBA SECRETARY GENERAL  
AT THE MOMENT, FIBA SECRETARY GENERAL  
EMERITUS



Kada su me kolege pitale da li bih pisao tekst o budućnosti bio sam u velikoj dilemi iz jednog prostog razloga. Po prirodi sam optimistična osoba, takvi su mi i pogledi na budućnost, a tokom godina sam primetio da taj moj stav pomalo iritira moje sagovornike jer mi jako često postavljaju pitanje: „Kako to da si uvek nasmejan?“ Međutim, kada sam saznao da je ideja da ovaj tekst bude u formi intervjuja i da mogu da pišem o sportu, dileme nije bilo. Zašto sport? Razlog je u suštini jako jednostavan.

When my colleagues asked me if I would write something about the future, it was a great dilemma for me, for one simple reason. I am an optimist by nature, this is how I see the future too, but over the years I've noticed that people I talk to find my attitude somewhat irritating, often asking me the same question: 'How come you always smile?'. However, when I found out that the idea was to write an interview, and that I could write about sport, the dilemma was gone. Why sport? The reason is quite simple.

Sigurno ste već hiljadu puta čuli izraz da je sport ogledalo društva i ta floskula je nešto sa čime se u potpunosti slažem. U poslednjih 25 godina sport je doživeo toliku ekspanziju. Toliku da se sada slobodno može reći da je u pitanju biznis (i to jako uspešan) te samim tim me ne bi začudilo da u budućnosti sport bude jedan od inovatora u domenu biznis modela. Ovo se posebno odnosi na SAD gde već sada imamo specifičnosti kakve se ne mogu videti ni u jednoj drugoj zemlji, a koje samo potvrđuju tvrdnju o sportu kao zasebnom biznis modelu. Uzimajući u obzir prethodno izrečeno, negde se kao logičan nametao izbor mog sagovornika. Bora Stanković je više od 25 godina bio prvi FIBA operativac (Međunarodna asocijacija košarkaških federacija) i sa te pozicije je na najbolji način mogao da sagleda promene koje su se dešavale u sportu u poslednjih 25 godina. Ovo se posebno odnosi na košarku jer je to jedini sport koji se igra i u SAD i u Evropi, a da ima određen kvalitet (jer nisam siguran da će bejzbol u Evropi ikada zaživeti), te je pravi sport za analizu takvih tendencija odnosno prelaska sporta u biznis. Kroz pitanja koja slede, pokušao sam da saznam mišljenje mog sagovornika na temu razvoja košarke u poslednjih 25 godina, kao i njegovo mišljenje o pravcu u kojem će se dalje kretati.

#### KAKVO JE VAŠE MIŠLJENJE O ČINJENICI DA EVROPSKA KOŠARKA SVE VIŠE ŽELI DA SE PRIBLIŽI NBA (I PO PRAVILIMA I PO NAČINU ORGANIZACIJE) I DA LI JE TO PRAVI PUT, ODNOSENTO DA LI SMATRATE DA ĆEMO NA TAJ NAČIN IZGUBITI ILI DOBITI?

Vrlo je teško odgovoriti na to pitanje, ali odgovor se nameće sam po sebi. Košarka kakva se igra danas, igra se na najbolji način u Sjedinjenim Američkim Državama i normalno je da svi težimo da dođemo do tog nivoa. Međutim, tu ima više pitanja koja traže odgovor: šta mi želimo i šta mi možemo da kopiramo, odnosno na šta želimo da se ugledamo. Da li je to pitanje organizacije, da li je to pitanje načina igre, koji je cilj igranja košarke? To su sve pitanja na koja treba odgovoriti pre nego što ustanovimo da li želimo da idemo putem kojim se razvijala američka košarka.

NOVAC SAM PO SEBI SIGURNO NE MOŽE DA BUDE LOŠ NI U KOŠARCI NI U ŽIVOTU JER BEZ NOVCA TEŠKO MOŽEMO NEKE STVARI ILI IDEJE DA REALIZUJEMO.

U SPORTU GENERALNO, A SAMIM TIM I U KOŠARCI, SVEDOCI SMO SVE VEĆEG I VEĆEG UPLITA NOVCA. KOŠARKAŠKI DRESOVI SU SADA POSTALI BUKVALNO POKRETNE REKLAME, PA ME ZANIMA KAKAV JE VAŠ STAV O TOLIKOM UPLETU NOVCA. DA LI SMATRATE DA JE TO DONELO BOLJITAK? DA LI JE VEĆI NOVAC DONEO I KVALITET, ODNOSENTO DA LI MISLITE DA IDEMO U EKSTREM I DA JE TOLIKA KOLIČINA NOVCA PREVELIKA?

Ako se bavite nečim celoga života, odnosno ako ste se posvetili tom poslu, ako ga tako možemo nazvati, onda očekujete da budete adekvatno nagrađeni. Novac sam po sebi sigurno ne može da bude loš ni u košarci ni u životu jer bez novca teško možemo neke stvari ili ideje da realizujemo. Uticaj novca je na neki način loš i negativan, a to je ono kako se novac ulaže u sport sa ciljem ostvarivanja nekih drugih ciljeva, političkih pre svega, a zatim i drugih koji nisu na sportskom koloseku, a donose određene rezultate. Novac mora da postoji u sportu i pošteno je da u njegovoj podeli učestvuju i oni koji ga stvaraju. Da li je to negativno ili pozitivno, to je druga stvar. Pitanje samim tim treba postaviti na drugi način - kako se taj novac troši, kome se daje i kako se taj novac dodeljuje.

You must have heard the expression 'sport is a mirror of society' a thousand times. I completely agree. Sport has developed quite a lot over the past 25 years. So much so that we can now say that it's a business (and a very successful one at that). I wouldn't be surprised if in the future it was sport that brought innovations to the domain of business models. This is particularly the case in the USA, where sport already has characteristics that cannot be found anywhere else, which only confirms the statement about sport being a special business model. Bearing all this in mind, my choice of interlocutor makes perfect sense. For over 25 years, Bora Stanković was the number one man at the International Basketball Federation (FIBA). For 25 years, he was in the best position to see the changes that happened in sport, especially in basketball. This is the only sport that's played to a high standard in both the USA and Europe (I'm not sure that baseball will ever be big in Europe), and therefore it's perfect for analysing the tendency of sport to become a business. I've tried to find out what my interlocutor thinks about the development of basketball over the past 25 years, and what direction he thinks it will take in the future.

#### EUROPEAN BASKETBALL IS TRYING TO BE MORE LIKE THE NBA, IN TERMS OF BOTH RULES AND ORGANISATION. WHAT DO YOU THINK ABOUT THIS? IS IT THE RIGHT PATH, AND WILL IT BE OUR LOSS OR OUR GAIN?

It's a difficult question to answer, and yet the answer practically stares you in the face. Basketball today is played best in the United States of America, so it's normal that we all want to try and reach that level. However, this poses more questions: what do we want and what should we emulate, what should we look up to? Is it organisation or the style of the game? What is the aim of basketball? All these questions need to be answered before we can figure out if we want to grow in the same way American basketball has.

#### MONEY CANNOT BE A BAD THING IN BASKETBALL, OR IN LIFE, BECAUSE WITHOUT MONEY WE FIND IT HARD TO REALISE OUR DREAMS AND IDEAS.

IN SPORT IN GENERAL, AND THEREFORE IN BASKETBALL, WE ARE WITNESSING THE EVER INCREASING ROLE OF MONEY. BASKETBALL SHIRTS ARE WALKING BILLBOARDS NOW. I'M INTERESTED TO KNOW WHAT YOU THINK ABOUT THIS. HAS IT BROUGHT IMPROVEMENT? HAS MORE MONEY BROUGHT QUALITY WITH IT OR ARE WE GOING TO EXTREMES? HOW MUCH MONEY IS TOO MUCH MONEY?

When you do something all your life, i.e. when you've dedicated your life to a job – if we can call it that – then you expect to be awarded appropriately. Money cannot be a bad thing in basketball, or in life, because without money we find it hard to realise our dreams and ideas. In a way money is a bad, negative thing when it's invested in sport for the sake of realising political and other goals that have nothing to do with sport but bring certain results. Money must exist in sport and it's only fair that those who make it are involved in its distribution. Whether this is a negative or positive thing is another matter. The questions should really be: how is it spent, who gets it and how is it allocated?





DA LI MOŽETE DA PREDVIDITE U KOM PRAVCU ĆE SE KRETATI EVROPSKA KLUPSKA KOŠARKA U NAREDNIH 20 GODINA, KAO I U KOM PRAVCU ĆE SE KRETATI REPREZENTATIVNA KOŠARKA UZIMAJUĆI U OBZIR DA SU KLUPSKE SEZONE SVE DUŽE I DUŽE I DA SE REPREZENTACIJE SUOČAVAJU SA SVE VEĆIM BROJEM OTKAZA?

Klupska košarka i reprezentativna košarka ne treba da isključuju jedna drugu. Klupska košarka se prati tokom cele godine i interesuje veliku populaciju koja prati svoje timove, koji su obično gradski ili regionalni timovi. Nacionalne selekcije su nešto sasvim drugo i one reprezentuju stanje u jednoj državi i način kako se ta država odnosi prema tom sportu. Klupska košarka je, po mom mišljenju, više okrenuta ka zabavi masa, gde se isti ljudi svake nedelje okupljaju ujedinjeni oko iste želje, a nacionalna selekcija predstavlja čitav pokret u jednoj zemlji. Samim tim, nacionalna selekcija može i treba da izade iz čitave klupske aktivnosti i da bude finalni izraz te klupske aktivnosti na međunarodnoj sceni.

KAKO JE TEMA OVE KNJIGE IPA  
ADVERTAJZING IMAM I JEDNO PITANJE  
U VEZI SA TIM. ☺ UZIMAJUĆI U OBZIR DA  
STE PREKO 25 GODINA BILI GENERALNI  
SEKRETAR FIBE I DA STE MOGLI IZ  
PRVE RUKE DA VIDITE NAPREDAK U  
BIZNIS SEKTORU (PA SAMIM TIM I U  
ADVERTAJZINGU) DA LI MOŽETE DA  
PRETPOSTAVITE U KOM PRAVCU ĆE DALJE  
IĆI SEKTOR PRUŽANJA USLUGA I DA LI  
MISLITE DA ĆE MORATI DA SE MENJA  
I PRILAGOĐAVA KAKO BI PREŽIVEO I  
OPSTAO U DANAŠNJEM SVETU?

Advertajzing se razvijao zajedno sa popularnošću sporta i sport je koristio advertajzing, kao i advertajzing sport, i mislim da su te dve aktivnosti potrebne i apsolutno ih vidim kao jednu aktivnost koja ide samo napred. Sport kroz advertajzing dolazi do sredstava koje kasnije ulaze u razvoj sporta i sportista što doprinosi kvalitetu samog sporta, a to znači veće interesovanje medija i sponzora. Advertajzing tu takođe ima interesa jer nema boljeg načina propagiranja određenih proizvoda i usluga nego kroz sport čije prenose svakodnevno gleda veliki broj ljudi.

I ZA KRAJ, JEDNO PITANJE KOJE  
ZANIMA MENE LIČNO. S OBZIROM DA  
JE BAŠ U VAŠE VРЕME NBA IGRAČIMA  
BILO DOZVOLJENO DA IGRAJU ZA  
REPREZENTACIJE, DA LI STE MOGLI DA  
PRETPOSTAVITE KOLIKI ĆE UTICAJ TA  
ODLUKA IMATI NA DANAŠNU KOŠARKU?  
DA LI MISLITE DA ĆE U NAREDNIH 20  
GODINA RAZLIKA IZMEĐU EVROPSKIH  
I AMERIČKIH KOŠARKAŠA PRAKTIČNO  
NESTATI?

Ta razlika između američkih i košarkaša sa drugih kontinenata je sve manja, što je vidljivo po tome da sada imamo sve više i više van-američkih igrača koji učestvuju u NBA. Sa druge strane, američki igrači igraju po čitavom svetu i donose i one dobre i loše stvari koje imamo u američkoj košarci. Sigurno je da će ta razlika sve više i više nestajati, što potvrđuju rezultati nacionalnih selekcija na međunarodnoj sceni.

CAN YOU PREDICT THE DIRECTION OF EUROPEAN CLUB BASKETBALL FOR THE NEXT 20 YEARS AND THE DIRECTION OF COMPETITION BETWEEN NATIONAL TEAMS, CONSIDERING THAT CLUB COMPETITIONS ARE GETTING LONGER AND NATIONAL TEAMS HAVE TO DEAL WITH AN INCREASING NUMBER OF PLAYERS PULLING OUT OF COMPETITIONS?

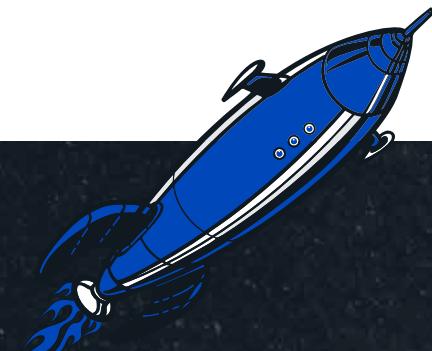
Basketball competitions at club and national team levels shouldn't be mutually exclusive. Club basketball is played all year round and has a huge following. People tend to follow their favourite local and regional teams. National teams are a completely different thing. They represent the state of a country and how that country treats a particular sport. Club basketball, in my opinion, focuses more on entertainment for the masses, where every week the same people gather together around the same desire, whilst a national team represents an entire movement in a country. Therefore, a national team can and should rise above club activity and be a final expression of club activity on the international scene.

SINCE THE TOPIC OF THIS BOOK IS ADVERTISING, I HAVE A QUESTION ABOUT THAT TOO. ☺ SEEING THAT YOU WERE FIBA'S SECRETARY GENERAL FOR OVER 25 YEARS, AND YOU WERE ABLE TO SEE THE PROGRESS IN THE BUSINESS SECTOR – AND IN ADVERTISING – FIRST HAND, CAN YOU PREDICT WHICH DIRECTION THE SERVICE SECTOR WILL TAKE? DO YOU THINK IT WILL HAVE TO CHANGE AND ADJUST TO SURVIVE IN THE MODERN WORLD?

Advertising developed as sport got more popular. Sport uses advertising as much as advertising uses sport. I think both are necessary, and I think they can only go forward seeing as one. The funds received through advertising are invested in the development of sport and athletes, thus improving the quality of sport itself and increasing interest from the media and sponsors. Advertising also has an interest, because there is no better way to promote a product or service than at sports events that so many people watch every day.

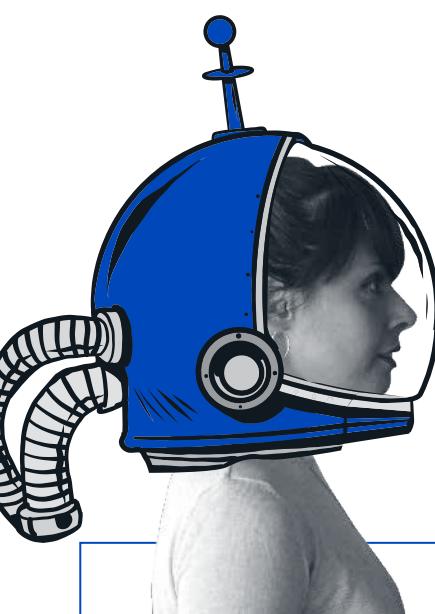
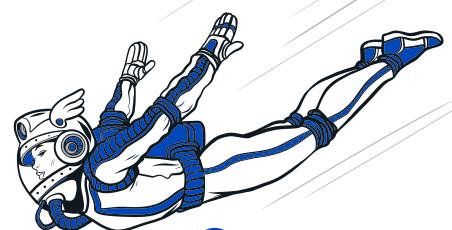
TO CONCLUDE, A QUESTION I'M PERSONALLY INTERESTED IN. GIVEN THAT IN YOUR TIME NBA PLAYERS WERE FIRST ALLOWED TO PLAY FOR NATIONAL TEAMS, COULD YOU HAVE GUESSED WHAT AN IMPACT THIS WOULD HAVE ON BASKETBALL TODAY? DO YOU THINK THAT IN THE NEXT 20 YEARS THE DIFFERENCE BETWEEN EUROPEAN AND US BASKETBALL PLAYERS WILL COMPLETELY DISAPPEAR?

The difference between American players and those from other continents keeps getting smaller, which is evident in the fact that nowadays we have an increasing number of non-American players in the NBA. On the other hand, American players play all over the world and bring with them what's good and what's bad about American basketball. The difference will keep shrinking, which is evident in the results of national teams on the international scene.



# ŽEŃSKO STANJE

FEMALE  
CONDITION



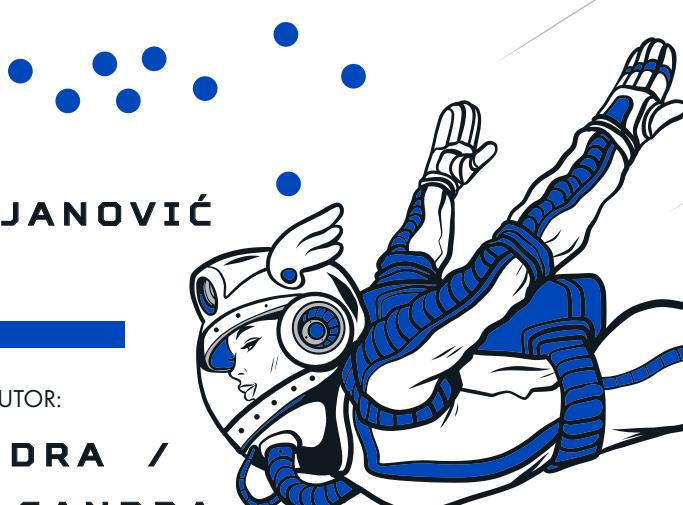
AUTOR / AUTHOR:

**SANDRA STOJANOVIĆ**

DIGITAL COPYWRITER

SAGOVORNIK / INTERLOCUTOR:

**BUDUĆA SANDRA /  
THE FUTURE SANDRA**



Napomena: ovaj mejl pisan je u posebnom raspoloženju, velikim bolovima i uz ritmično mantranje fraze „zašto ja“. Njegovo slanje je zakazano za 1. oktobar 2037. te se odgovor očekuje kroz 20 godina.

Note: I wrote this email in a special mood, in excruciating pain and whilst rhythmically repeating the 'Why me' mantra. It's scheduled to be sent on 1st October 2037, so the reply is due in 20 years.

Draga buduća ja,

pišem ti povodom jedne važne stvari, jer imam izvesna očekivanja i nadu da će se prema njoj u budućnosti drugačije odnositi (na radnom mestu). Pišem tebi jer se percipira da je to isključivo moja stvar s obzirom da je po sredi telesna funkcija. Ženska telesna funkcija. Javlja se ciklično. Jednom mesečno organizam dramatično naplaćuje činjenicu da je bezuspešno ulagao resurse u produžetak vrste. Znaš dobro o čemu govorim. Ti si neka verzija mene, pa tehnički ovaj intervjut na ne-temu ostaje između mene i mene, čime zaobilazim ceo set ljudi sa posla kojima, kako sam se uverila i sama, reč menstruacija izaziva gađenje na nivou „posala sam ti u inbox gnojave čireve na dlakovom mladežu babe bez oka“.

Dear Future Me,

I'm writing to you with regard to a very important thing, as I have certain expectations and hope to be treated differently (at work) in the future. I'm writing to you because this is perceived as exclusively my business, considering that this is about a bodily function. A function of the female body. It occurs in cycles. Once a month our bodies collect their dues for having unsuccessfully invested their resources in the continuation of species. You know very well what I'm talking about. You are a version of me, so technically this interview on a non-topic stays between you and me, allowing me to circumvent all the folks at work who cringe at the very word 'menstruation' as if it means 'I've emailed you warts full of pus on a hairy mole on an old one-eyed hag'.

Osnovna namjera ovog nazovi intervjuja je da steknem predstavu o tome koji nivo apdejta je doživeo sistem u kome živiš i radiš. Imam velika ograničenja da zamisljam tvoj svet, poput ljudi s početka dvadesetog veka koji su maštali o letećim biciklima sa krilcima kao poslednjem tehnološkom trendu dvadeset i prvog veka, pa ne zameri ukoliko neki od komentara budu božemesačuvaj.

Danas, dok ti pišem, jedino što mogu kvalitetno da radim jeste da ležim na leđima i meditiram da vreme prođe. Međutim, to što mogu i šta se očekuje od mene se ne poklapa. Očekuje se da radim istim intenzitetom kao do sad i kao svi ostali. Setićeš se da ja obično, kao i sve koleginice, posegnem za negiranjem toga da mi se išta dešava (ma, da li sam ja deo problema?). Alternativa je bolovanje čiju finansijsku posledicu snosim - ja. Po definiciji, bolovanje se vezuje za nepredviđene okolnosti i bolest, a ne zdrav i očekivan deo stanja cele jedne kategorije čovečanstva, takoreći pravilo. Da li i u budućnosti važi pravilo da ti, kao i čitava jedna polovina kancelarije, dvanaest puta godišnje morate da plaćate za to što (ne svojim izborom) jeste? Podsećam se da sistem ovo (žensko) stanje uopšte ne prepoznae iako toliko nas svaki mesec po ustaljenom rasporedu prolazi veliku nelagodu i ranjivost dok gledam V. kako bezbržno muti sebi kafu u kuhinji ofisa. Ma, zna li on kako je kroz grčevit bol kreirati iluziju da samo sediš i radiš? Da li se danas oseća kao nekakva bleda žaba krastača među ljudima? Obliva li ga hladan znoj u talasima? Da li ga rođeno telo izdaje na sred sastanka punog ljudi i kreće da plače jer mu hemijska više ne radi? Da li mu se sopstvene butine čine izobličeno pihtjasto i ogromno, kao da su tude?! Izvini, malo sam se pogubila... Bukvalno mi ništa nije skrivio. Uostalom, moguće da i on ima neke endemske muke koje ne mogu da lociram (reče ona krajnje politički korektno i s ozbiljnom sumnjom u izrečeno).

The main purpose of this so-called interview is for me to understand how advanced the system in which you live and work is. I'm rather limited when it comes to understanding your world, like the people in the early 20th century who fantasised about flying bicycles with little wings as the latest technological fad of the 21st century, so please don't hold it against me if some of my observations belong in the for heaven's sake category.

Today, as I'm writing this, the only thing I can do properly is lie on my back and meditate to pass the time. But what I can do and what is expected from me are two different things. I'm expected to work with the same intensity as usual, and like everybody else. You'll remember that I, like all my female colleagues, often reach out for denial (hey, could I be a part of the problem?). The alternative is sick leave, the financial repercussions of which are borne by – me. By definition, sick leave is associated with unforeseeable circumstances and sickness rather than with a healthy and expected condition of an entire category of human beings a rule, as it were. Is it still the case in the future that you, along with a whole half of the staff, have to pay for being what you are (not by your own choice) twelve times a year? As I watch V cheerfully making himself a coffee in the office kitchen I'm reminded that the system doesn't recognise this (female) condition at all, despite the fact that so many of us experience immense discomfort and vulnerability regularly, every month. Does he know what it's like to create an illusion of just sitting and working through excruciating pain? Does he feel like a pale toad among human beings today? Does he break out in cold sweat? Does his own body betray him in the middle of a meeting full of people and does he burst into tears because his ballpoint pen has stopped working? Do his thighs seem shapeless and jellylike and humongous to him, and as if they belong to somebody else?! Sorry, I got carried away... He has literally done nothing wrong to me. Anyway, it's possible that he's also riddled with some endemic issues that I can't locate (she says with due political correctness whilst seriously doubting her own words).

### **Što me dovodi i do pitanja upućenog tebi: da li smatraš da su (i u kojoj meri) prepoznate specifičnosti tebe kao radnice i žene u tvom vremenu?**

Meni se iz ove perspektive čini pomakom čak i da se prema rodnim specifičnostima ne odnosimo kao da ne postoje i da se ne sagledavaju kao opravdanje za diskriminaciju. Zamišljam kako, u danima kada ti telo ne dozvoljava da se osećaš jakom, ti ne moraš da se praviš da jesи i sediš u nekoj *high tech* verziji stana, ušuškana.

### **Da li ti se dogodio trenutak u kom je postalo ok da kažeš da se raspadaš, a da se ne osećaš kao da je to tvoja slabost i da si teret?**

Kroz glavu mi prolazi da će možda u budućnosti imati opciju da modifikujem svoje telo kako bi ono živilo ono što ja sada moram da glumim - uobičajeni dan na poslu. Jesam li blizu? Možda ti ni ne ideš na posao, te su sva ova pitanja nadasve naivna...

Interesuje me još i ovo: **da li je pojам menzis ukinut iz rečnika?** Ovo poslednje pitam onako jer je realno retko gadna reč i nikо ne bi plakao. Reci mi da ju je zamenila neka prijatnija reč, manje zloslutna.

### **This leads me to a question for you: Do you think that your specificities as a woman and a worker are recognised in your time (and to what extent)?**

From where I stand, even not treating gender-specific qualities as non-existent and not seeing them as excuses for discrimination seems progressive. I imagine that on the days when your body doesn't allow you to feel strong you don't have to pretend that you are and can snuggle up in a high-tech version of an apartment instead.

### **Have you ever experienced the moment when it became OK to say that you're falling apart without feeling that this is your weakness or that you're a burden?**

It's just crossed my mind that I might have the option in the future to modify my body so that it can actually live what is now make-believe – a normal day at work. Am I close? Perhaps you don't even go to work and all these questions are so very naive...

There's another thing I'd like to know: **Has the word menses been removed from dictionaries?** I'm asking this because it's a really ugly word and no one would cry over losing it. Tell me that it's been replaced by a nicer word, a less ominous one.



Dan poput današnjeg ne prolazim po prvi put. Nekada je lakše, nekada nepodnošljivo, ali uglavnom nemam načina da predviđim koliko teško će reagovati na ciklus i to je poseban univerzum komplikacija za nekog ko nema stalnog partnera. Kada sam na korpo sistematskom pregledu pitala ginekološkinju šta da promenim/radim/pijem/unosim kako bih smanjila posledice menstruacije, ona je „predložila“ da **jednostavno rodim dete** tonom reda veličine izmuti-C-vitamin-u-mlakoj-vodi-i-popij-ga. Zanimljivo je koliko često ljudi sebi daju za pravo da ti se mešaju u život kada se radi o pitanjima tela i patronizuju te sopstvenim moralnim kodom. I to potpuni stranci. Pa i kasirka mi je juče uloške stavila u neprovidnu kesu, a ostatak kupovine u običnu kao da je i sam pogled na sterilnu roze (!) ambalažu uvreda za nečije oči te je bolje da me, kao vernog potrošača, zaštiti od sramote malog uzorka zajednice koji čeka u redu.

**Da li i ti prolaziš kroz neprijatne situacije socijalizacije gde ti se drugi, ničim izazvani, mešaju u life style i identitet?** Volela bih da to postane stvar autoregulacije, da se cenzurišemo ili barem osećamo šta ne bi trebalo pitati.

This is not the first time I've had a day like this. It's sometimes easier, sometimes unbearable, but most of the time there's no way for me to predict how gruelling my reaction to my monthly cycle will be, which is a special universe of complications for someone without a permanent partner. When I asked my gynaecologist what I should change/do/drink/take to alleviate menstrual symptoms, she 'suggested' that I should **simply have a child**, in a dissolve-some-vitamin C-in-lukewarm-water-and-drink-up tone of voice. It's interesting how often people think it's their right to meddle in your life when it comes to body-related issues, and how patronising they are with their own moral code. And complete strangers at that! Even the cashier yesterday put my sanitary pads in a non-transparent plastic bag and the rest of my shopping in a regular one as if the very image of the sterile pink (!) packaging would be an insult to someone's eyes and it was better for her to protect me, a loyal customer, from being embarrassed in front of a small sample of the local community queuing up behind me.

**Do you experience vexatious social situations where other people, without being prompted, interfere with your life style and identity?** I wish this would become a matter of self-regulation. I wish we could censor ourselves, or at least sense what shouldn't be asked.

KROZ GLAVU MI  
PROLAZI DA ĆU  
MOŽDA U BUDUĆNOSTI  
IMATI OPCIJU DA  
MODIFIKUJEM SVOJE  
TELO KAKO BI ONO  
ŽIVELO ONO ŠTO  
JA SADA MORAM DA  
GLUMIM - UOBIČAJENI  
DAN NA POSLU.

**IT'S JUST CROSSED MY MIND THAT I MIGHT HAVE THE OPTION IN THE FUTURE TO MODIFY MY BODY SO THAT IT CAN ACTUALLY LIVE WHAT IS NOW MAKE-BELIEVE - A NORMAL DAY AT WORK.**

Prepostavljam da ti pišem jer mislim da bi bilo zdravo da barem počnemo da ne ignoriramo stvarnost. Malo mi je lakše što sam je dekonstruisala i podelila, a može biti da su tek sad krenuli da deluju analgetici koje mi je dala D. U svakom slučaju, ovo je tema koju nekako tupavo sputava konzervativna etičnost, ali nije li to istina za većinu tema koje se tiču ženskog tela? Pa ženske bradavice su i dalje najveći *faux pas* društvenih mreža! Verujem da ti svoje telo možeš da voliš bez cenzure; ili bih barem to jako volela da verujem. Ne očekujem da preko noći rešimo potpuno neprimerene uslove koji dosledno izazivaju, bez ikakvog preuveličavanja - patnju. Ne preko noći, ali koliko već prekosutra. Je l može prekosutra?

Odoh sad na sastanak da se pretvaram da mi nije ništa kako dekorum nalaže. Šibni mi odgovore da znam, ako ikako možeš... Ako ne, snaći će se već.

Uživaj,  
Ja.

I suppose I'm writing to you because I think it would be healthy to at least start to not ignore the reality. I feel a bit better after deconstructing it and sharing, but it might be that the painkillers I got from D are kicking in. In any case, this is a topic that's been ridiculously throttled by conservative ethics, but isn't it the case with most topics related to the female body? Even women's nipples are still the biggest *faux pas* on social media! I believe that you can love your body without censorship; or at least I'd like to believe that. I don't expect that these completely inconvenient conditions that consistently cause suffering (I'm not exaggerating here) can be resolved overnight. Not overnight, but the day after tomorrow. Can we do it the day after tomorrow, please?

I'm now off to a meeting where I'll pretend I'm fine, as decorum requires. Email me back if you can, so that I know... If you can't, I'll manage anyway.

Best,  
Me.

# SAMO ŽIVOT MOZE DA ODSTRANI BOL

ONLY LIFE  
CAN  
TAKE AWAY  
THE PAIN



AUTOR / AUTHOR:

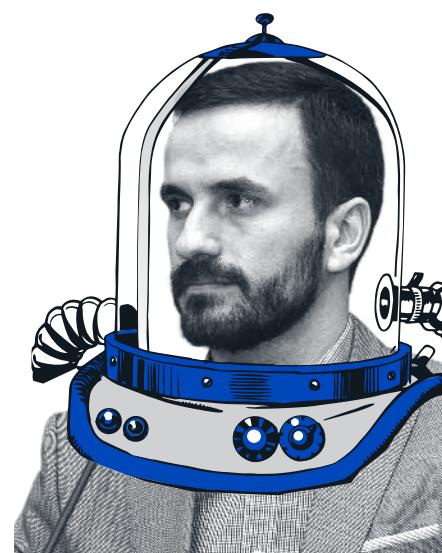
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Nakon prve tehnološke revolucije i parne mašine, zatim masovne proizvodnje, danas polako zatvaramo treću koja nas je digitalizovala i imamo privilegiju da uživo pratimo ispisivanje prvih digitalnih stranica četvrte tehnološke revolucije koja će nam doneti razvoj napredne robotike i veštačke inteligencije.

Nove tehnologije, a posebno društvene mreže, u poslednjih nekoliko godina promenile su paradigmu sveta u kojem živimo. One su posredno uticale i na ljude koji nikada nisu prišli kompjuteru ili držali pametni telefon u ruci. Omogućile su većini ljudi na planeti svetla pozornice i šansu da se, sa te pozornice, obrate i pošalju svetu poruku koja je za njih važna. Danas više nema dileme da su društvene mreže, nove tehnologije i digitalna komunikacija presudno uticale na neke od događaja koji menjaju ovu planetu kao što su Brexit ili dolazak Donalda Trampa na vlast u SAD. Tehnologija nam je promenila način na koji putujemo, krećemo se, stvara nam neke nove potrebe i omogućava da ih jednostavno namirimo.

After the first technological revolution and the steam engine, and then mass production, we are slowly closing the third technological revolution that has made us go digital, and we have the privilege to witness the writing of the first digital pages of the fourth technological revolution that will bring development of advanced robotics and artificial intelligence.

Over the past few years, new technologies – social media in particular – have changed the paradigm of the world we live in. Indirectly, they have even impacted people who have never come close to a computer or held a smart phone in their hands. They have made it possible for the majority of people on the planet to take centre stage, giving them a chance to address the world from that stage, to send a message that's important to them. There's no doubt that social media, new technologies and digital communication have been pivotal in some events that have changed the planet, such as Brexit or Donald Trump becoming President of the USA. Technology has changed the way we travel, move about. It creates new needs and makes it possible for us to satisfy them easily.

Savremena tehnologija i veštačka inteligencija su inspirisale Džejmsa Vlahosa da, po saznanju da mu se otac nalazi u terminalnoj fazi bolesti, sa njim napravi seriju razgovora koje je snimao i zapisivao. Kasnije kada je izgubio oca, uz pomoć programiranja veštačke inteligencije, sačuvao je uspomenu i sećanje na oca koristeći Dadbot, svojevrsnu chatbot aplikaciju. Chatbot aplikacije su računarski programi dizajnirani tako da preko audio i tekstualnih poruka uverljivo simuliraju razgovor sa drugom osobom. Chatbot aplikacija koju je Vlahos isprogramirao nalazi se na njegovom telefonu i sadrži sve detalje svih razgovora koje je vodio sa ocem. Chatbot mu omogućava da se „priesti“ detalja iz svog detinjstva, očevih uspomena iz života, ali i da čuje glas svog oca kako peva ili da vidi fotografije koje su u vezi sa pitanjima koja postavlja. Kompletan priču „How a Son Made a Chatbot of His Dying Dad“ možete pogledati na sajtu Wired (<https://www.wired.com/video/how-a-son-made-a-chat-bot-of-his-dying-dad>).

Priča o Dadbotu pokreće veliki broj pitanja o budućnosti u kojoj ćemo živeti, kako će taj svet izgledati, kakav će biti naš odnos prema gubicima i suočavanju sa bolom koji nas delom formira kao ličnosti, moralnim dilemama, postavljanju granice između ljudi i mašina itd. Do odgovora na neka od ovih pitanja, a posebno u vezi sa duhovnošću i tehnologijom u budućnosti, pokušao sam da dođem u razgovoru sa dr Andrejem Jeftićem, teologom i profesorom na Pravoslavnom bogoslovskom fakultetu u Beogradu.

UBJEĐEN SAM DA SE  
NEKO KO SE SUOČAVA SA  
GUBITKOM VOLJENOG NIČIM  
MANJIM OD ŽIVOTA NE  
MOŽE ZADOVOLJITI. I TO JE  
ONO ŠTO KAO HRIŠĆANIN  
VJERUJEM DA ĆE NAM BITI  
MOGUĆE: DA VJEĆNO ŽIVIMO  
SA ONIMA KOJE VOLIMO.

KAKO BISTE OKARAKTERISALI OVAKAV PRISTUP – KAO EGZIBICIONIZAM I PRETERIVANJE ILI NAČIN SUOČAVANJA SA BOLOM?

Mislim da pitanje treba adresovati kreatoru ovog chatbota. Ono što je za nekoga ko posmatra sa strane egzibicionizam, za drugoga može biti ekspresija najiskrenijih osjećanja, ali i obrnutu. Meni je u ovoj priči dirljivo to što nam ona potvrđuje koliko je smrt „neprirodnja“ stvar s kojom, ma koliko je racionalizovali, teško da možemo da se pomirimo. Stoga pribjegavamo raznim načinima da ublažimo odsustvo svojih najbližih i da ih zadržimo kraj sebe, da ih, takoreći, održimo u životu. Mislim da gotovo svi ljudi koji su izgubili svoje voljene imaju običaj da im se na različite načine obraćaju (kroz razgovor na grobu, molitvu, pisma) pa nije neshvatljivo da je neko poželio da čuje odgovor. Na neki način, tehnologija je to u ovom slučaju omogućila. Međutim, svima je jasno da taj odgovor (makar budućnost omogućila i da on izgleda mnogo uvjerljivije) nije autentičan i da voljena osoba ne nastavlja svoj život na taj način. Ubjeden sam da se neko ko se suočava sa gubitkom voljenog ničim manjim od života ne može zadovoljiti. I to je ono što kao hrišćanin vjerujem da će nam biti moguće: da vječno živimo sa onima koje volimo.

When James Vlahos found out that his father was terminally ill, modern technology and artificial intelligence inspired him to have a series of conversations with his father, which he recorded or wrote down. Later, when his father had passed away, he kept the memory of him alive with the help of artificial intelligence using Dadbot, a unique chatbot app. Chatbot apps are computer programmes designed to convincingly simulate a conversation using auditory and textual messages. The chatbot app Vlahos programmed is installed on his phone. It contains all the details of all the conversations he had with his father, helping him ‘remember’ the details from his childhood, his father’s own memories. He can hear his father sing and see photographs related to the questions he asked. The complete story, ‘How a Son Made a Chatbot of His Dying Dad’, is available on Wired (<https://www.wired.com/video/how-a-son-made-a-chat-bot-of-his-dying-dad>).

The Dadbot story raises numerous questions about the future in which we’ll live, what the world will look like, how we’ll deal with the loss and pain that partly help form us as persons, about moral dilemmas, setting boundaries between humans and machines, etc. I have tried to find the answers to these questions, especially with regard to the spirituality and technology, with the help of Andrej Jeftić, PhD, theologian and professor at the Faculty of Orthodox Theology in Belgrade.

**I AM CERTAIN THAT A PERSON WHO IS DEALING WITH THE LOSS OF THEIR LOVED ONE CANNOT BE SATISFIED WITH ANYTHING LESS THAN LIFE. AND THIS IS SOMETHING THAT I, AS A CHRISTIAN, BELIEVE WE WILL BE ABLE TO DO: LIVE WITH OUR LOVED ONES FOREVER.**

WHAT DO YOU THINK ABOUT VLAHOS' APPROACH – IS IT EXHIBITIONISM OR MAKE-BELIEVE OR A WAY TO DEAL WITH PAIN?

I think that the question should be addressed to the creator of that chatbot. What is exhibitionism for one man may be an expression of the most genuine emotions for another. What I find moving in this story is that it confirms how ‘unnatural’ death is to us. Despite all our rationalisations, we find it hard to come to terms with it, so we turn to various ways of mitigating the absence of our loved ones and keeping them close, keeping them alive so to speak. I think that almost everyone who has lost a loved one tends to communicate with them in some way or other: by talking to them at their grave, through prayer, letters. It’s no wonder someone wanted to hear an answer. In a way, technology has made it possible. However, we all know that even if the future makes it appear more convincing, the answer is not authentic and that the loved one doesn’t go on living. I am certain that a person who is dealing with the loss of their loved one cannot be satisfied with anything less than life. And this is something that I, as a Christian, believe we will be able to do: live with our loved ones forever.



## DA LI SAVREMENE TEHNOLOGIJE MOGU BITI MEHANIZAM ZA ISPOLJAVANJE I ZALEČENJE BOLA ILI SREDSTVO DA SE IZBEGNE SUOČAVANJE SA GUBITKOM?

Opet ću ponuditi diplomatski odgovor: mislim da mogu biti i jedno i drugo i treće. Digitalno društvo omogućava čovjeku da podijeli svoj bol sa većim brojem ljudi i od njih dobije moralnu podršku i ohrabrenje. Iako i dalje nisu zamjenjene, „daće“ su dobine svoju digitalnu verziju u formi objava na društvenim mrežama koje kroz ispoljavanje i (doslovno) dijeljenje bola sa drugima, može pomoći i njegovom ublaženju. Teret koji se dijeli sa drugim bliskim osobama lakše se nosi. Međutim, novije tehnologije su nam omogućile još nešto: da ljudi za vrijeme života ostavljaju mnogo veći broj „tragova“ (pa i onih digitalnih). Recimo, prije samo jednog vijeka (pa i manje) bilo je sasvim moguće da iza nekoga ne ostane nijedna njegova fotografija. Tako je u viktorijanskoj Engleskoj nastao (za naš ukus morbidni) običaj da se prave fotoportreti pokojnika. Pošto nisu fotografisani za života, ljudi su željeli da fotografijom „ovjekovječe“ lik voljenog, pa bi se slikali s njegovim tijelom nakon smrti. Danas, iza ljudi ostaje mnogo različitih tragova: fotografija, video snimaka, audio zapisa, fejzbuk profila (svakog dana, oko 8.000 fejzbuk profila postanu profili pokojnika) itd. To nam možda omogućava da se lakše nosimo sa bolom, ali možda ga i pojačava, jer nas suočava sa onima koje smo izgubili na mnogo jasniji način nego što je to nekada mogao biti slučaj, kada je lik pokojnika ostajao samo u sjećanju njegovih bližnjih (ako i tamo). Ovo ublažavanje bola kroz njegovo dijeljenje s drugima, kao i kroz čuvanje digitalnih uspomena, međutim, nikada ne može kompenzovati odsustvo upokojene osobe. Tako da... Rekao bih da nam tehnologija omogućava da svoju bol izražavamo, ublažavamo ali i produbljujemo.

## CAN MODERN TECHNOLOGIES BE A MECHANISM TO EXPRESS AND HEAL THE PAIN, OR ARE THEY A MEANS TO AVOID COMING TO TERMS WITH A LOSS?

I am going to offer a diplomatic answer again. I think that they can do all those things. Digital society enables man to share pain with more people and get moral support and encouragement from them. Although they haven't been replaced, funeral meals have been given their digital version in the form of social media posts, where expressing and (literally) sharing pain with others may help alleviate it. A burden shared with the people close to us is easier to bear. However, new technologies have made something else possible for us: to leave more traces behind, including digital ones. For instance, only a century ago – even less than that – it was quite normal for a person not to leave behind a single photo of themselves. So, in Victorian England, it was a (to us morbid) custom to take photographs of the recently deceased. Since they were not photographed while they were alive, people wanted to perpetuate the image of their loved one, so they took photos of themselves next to the deceased. Today, people leave a variety of traces: photographs, videos, audio recordings, Facebook profiles (every day, some 8,000 Facebook profiles become profiles of dead people). This might help us deal with pain but it may also intensify it by reminding us of the people we've lost in a much more palpable way than was possible before, when the face of the deceased remained only in the memory of the people close to them – if there. In any case, alleviating pain by sharing it with others and keeping digital memories can never make up for the absence of the deceased. So... I'd say that technology helps us express and alleviate pain, but intensify it too.



## KAKO VI, SA STANOVIŠTA RELIGIJE, VIDITE U BUDUĆNOSTI VEZU IZMEĐU LJUDI, TEHNOLOGIJE I VEŠTAČKE INTELIGENCIJE?

Ovo je vrlo kompleksno pitanje jer pokriva čitav spektar tema i mogućih pravaca u kojima se budućnost može odvijati. Tako da je nužno da odgovor bude uopšten. Trenutak nastanka vještačke inteligencije koja će biti na nivou one ljudske (tzv. „singularitet“), a koji se prognozira za sredinu ovog vijeka, izaziva kod nekih euforiju dok kod drugih izaziva veliku zebnju i strah. Vaše čitaoci koji ne dijele sentimente ovih drugih, uputio bih na fantastične tekstove na ovu temu blogera Tima Urbana ([www.waitbutwhy.com](http://www.waitbutwhy.com)). Kombinovanje tehnoloških pomagala i biološkog tijela omogućava ne samo liječenje nego i unaprijeđenje prirodnih osobina. Stoga mnogi govore kako je transhumanizam novi neizbjježni korak evolucije. Ja bih istakao dvije stvari. Prvo, istorija nas nedvosmisleno uči da je tehnološki progres ireverzibilan. Tako da pitanje nije da li ga treba prihvati ili ne, već kako se prema svakom pojedinačnom slučaju postaviti. Drugo, mislim da je neophodno da čovjek ostane u „centru“ našeg univerzuma. Ne samo da ne smijemo dozvoliti da naša vrsta bude zamjenjena nekim superiornijim oblikom života, nego ni to da igrat sekundarnu ulogu. Pored svih zebnji, hrišćani gledaju sa nadom i entuzijazmom u budućnost koja nas čeka, ali pošto znamo da je sami stvaramo, onda je uvijek prisutna i doza opreza i osjećaj odgovornosti.



## HOW DO YOU, FROM THE RELIGIOUS POINT OF VIEW, SEE THE CONNECTION BETWEEN PEOPLE, TECHNOLOGY AND ARTIFICIAL INTELLIGENCE?

This is quite a complex question, because it covers a whole range of topics and possible directions that the future might take. Therefore, I have to give you a non-specific answer. The possibility of artificial intelligence reaching the level of human intelligence – the so-called singularity, which some predict will happen by the middle of this century – causes euphoria in some people and terror and anxiety in others. I would like to refer your readers who do not share the sentiments of the latter to the blogger Tim Urban and his fantastic texts on the subject ([www.waitbutwhy.com](http://www.waitbutwhy.com)). Not only does combining technological gadgets with a biological body make medical treatments possible, but it can also help improve our natural characteristics. That's why, according to many, transhumanism is an inevitable next step in evolution. I would like to point out two things. First, history has taught us that technological progress is irreversible. The question is not whether to accept it or not but how to approach each case. Second, I think it's necessary that man stays in the centre of our universe. We shouldn't let our species be replaced by a superior form of life, nor should our race play a supporting role either.

Despite their anxiety, Christians look at the future with hope and enthusiasm, but since we know that it is we who create it, there is always a dose of caution and a sense of responsibility.

UKOLIKO ZNAMO DA DANAS GOTOV  
SVAKO OD NAS OSTAVLJA VELIKI BROJ  
„DIGITALNIH TRGOVA“ (U SMISLU SAJTOVA  
KOJE POSEĆUJE, E-MAIL PORUKA KOJE  
RAZMENJUJE, OGLASA KOJE PROČITA,  
INTERNET PRETRAGA KOJE NAPRAVI, ROBE  
KOJU KUPI NA INTERNETU) I AKO ZNAMO DA  
TEHNOLOGIJA DANAS SVE TO ČUVA, PAMTI I  
UKRŠTA TE PODATKE, UKOLIKO ZAMISLIMO  
DA ĆE U BUDUĆNOSTI KOMPЈUTERI MOĆI DA  
ZNAJU O ONAMA VIŠE OD NAS SAMIH – DA LI  
TEHNOLOGIJA MOŽE DA ZAMENI ŽIVE LJUDE?

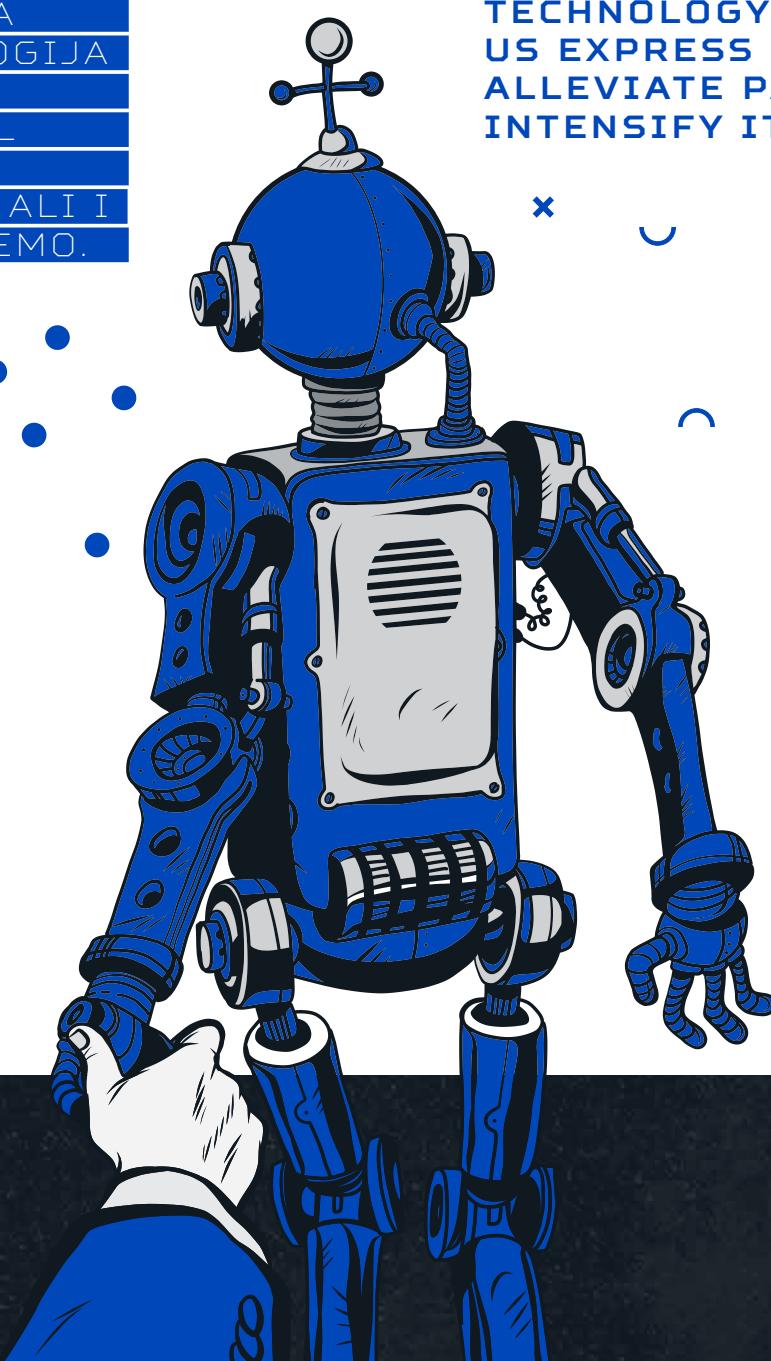
Neko istraživanje je pokazalo da je na osnovu jednog ograničenog broja lajkova na Facebooku moguće formirati prilično kompletan profil ličnosti: životnu dob, pol, seksualnu i političku orijentaciju, hobi, muzičke afmitete i slično. To nam govori ili da i nismo baš tako posebni kako to reklamna industrija želi da nas uvjeri, ili da naša posebnost ne leži u tome koje proizvode na tržištu robe, muzike, politike, pa i seksualnosti biramo. Ovo prvo shvatanje posebnosti je, čini mi se, proizvod kapitalizma. Kupujemo ne da bismo zadovoljili praktične potrebe, već da bismo realizovali svoju posebnost kao osobe. Ne kupujemo zato što nam treba trenerka, slušalice ili vino već zato što nam izbor baš te trenerke, tog vina omogućava da se izražavamo kao osobe i ostvarujemo u svojoj posebnosti. Takva posebnost, kao što nam ovo istraživanje nagovještava, je fikcija. Već danas je zamislio da bi neki algoritam mogao vjerno da reprodukuje sve naše izbore ovog tipa. Međutim, mi nismo ono što biramo da kupujemo, stranka za koju glasamo, novac koji posjedujemo. Mnogo smo više od toga. Ono što nas čini nezamjenljivim jeste ljubav koju pružamo drugima i koju od njih primamo. Dakle, smatram da nas, kao osobe koje vole i koje su voljene, ma kako sofisticirana bila, tehnologija ne može zamjeniti.

IF WE KNOW THAT ALMOST EVERY ONE OF US LEAVES NUMEROUS DIGITAL TRACES EVERY DAY BY VISITING WEBSITES, EMAILING, READING ONLINE ADS, BROWSING, ONLINE SHOPPING. IF WE KNOW THAT ALL THIS DATA IS STORED, MEMORISED AND CROSS-REFERENCED, SO IF WE IMAGINE THAT COMPUTERS WILL BE ABLE TO KNOW MORE ABOUT US THAN WE DO IN THE FUTURE, CAN TECHNOLOGY REPLACE A LIVING HUMAN BEING?

A study has shown that it's possible to make quite a comprehensive profile of a person based on their likes on Facebook. This includes age, gender, sexual and political orientation, hobbies, taste in music, etc. This means that either we are not as special as advertising tries to convince us, or our choices in the goods, politics and even sexuality markets is not what makes us special. The first-mentioned understanding of our uniqueness is, I believe, a product of capitalism. We don't buy to satisfy practical needs but to realise our own uniqueness as a person. We don't buy a tracksuit, earphones or wine because we need them but because the choice of that particular tracksuit, of that particular wine, enables us to express ourselves as a person and be our unique selves. Such uniqueness, suggests the study, is imaginary. It is already possible for an algorithm to reproduce these kinds of choices. However, we are not what we choose to buy, the party we vote for, the money we have. We are much more than that. What makes us irreplaceable is the love we give to others and the love we receive. To sum up, I believe that we, people who love and are loved, cannot be replaced by technology, as sophisticated as it may be.

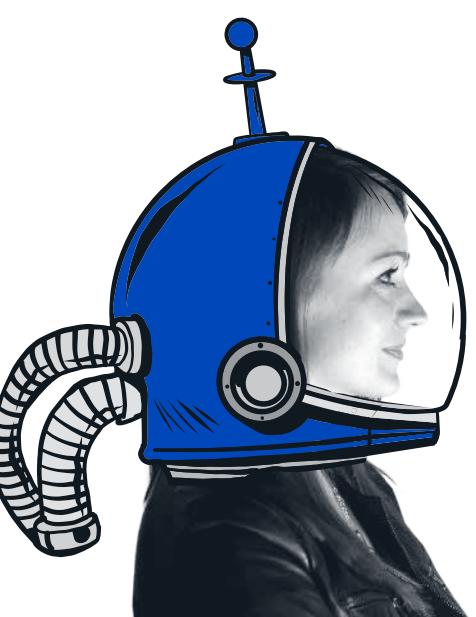
REKAO BIH DA  
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# ŠTA NAM KOMPONUJU TONOVI BUDUĆNOSTI?

WHAT ARE  
THE SOUNDS  
OF THE FUTURE  
COMPOSING  
FOR US?



AUTOR / AUTHOR:

**RADOJKA BOŠKOVIĆ**

GROUP ACCOUNT DIRECTOR

SAGOVORNIK / INTERLOCUTOR:

**DADINE MISLI /  
DADA'S THOUGHTS**



Neiscrpna smo žrtva misli o budućnosti. Čini se da se stvari tako brzo dešavaju, da se u proteklih nekoliko godina dogodilo više nego za onih pedeset prethodnih. Brzina kojom dolazi zamara, a onda još nestrpljivije i silnije vuče ka onom što još nismo i treba da vidimo. Šta se zapravo krije iza ugla? Hvatanjem u koštač sa tim budućim očekivanjima nekada mi se čini da nikog slabije nisam poznavala do sebe samu u tom beskraino imaginarnom i inovativnom svetu, ali sigurna da uvek prepoznam toliko stvari na kojima još treba da se radi za ono što tamo negde čeka. Na svakom polju. Biće potrebno mnogo ulaganja, bar za optimalna očekivanja.

We are the unfailing victims of thoughts about the future. Everything is happening so fast that it seems more things have happened in the past few years than in the previous fifty. The speed is exhausting, and it's pulling us more impatiently and powerfully towards things that we haven't seen yet, but we should see.

What is really hiding around the corner? When I try to tackle future expectations I sometimes feel that I've never known anyone as little as I know myself in this endless, innovative world, but I'm sure that I can always recognise so many things that need improvement for what's in store over there. In any field. It'll take huge investment for at least optimal expectations.

Trebalo bi se onda i održati u toj riznici nepoznatog jednog dana ali... Za šta je zapravo rezervisan taj beskonačno prazan prostor i jesu li skupe ulaznice? Kakvu smo podlogu budućnosti napravili do sada? Ako ta budućnost treba da igra na temeljima sadašnjosti, a opet ako ih ne uvežemo dovoljno čvrsto, zasigurno je da će tlo pod nogama biti prilično nestabilno na svakom polju. I drmusa se već zbog onih pesimističkih polazišta „danasa i ovo sada je jedino bitno jer ko zna šta sutra nosi!“ Dozvolimo li da se srodimos sa tom činjenicom bojim se da smo već izgubljeni. „I won't cry for yesterday...“ Sa druge strane, ako ne skrenemo sa onih utabanih staza gde smo slepi pratioci tog ipak sigurnog puta i ne ostavimo lični trag, šta postajemo? Dakle, „grane smo na vjetru“ ili ipak nešto jače, usmerenije i stabilnije. U svakom slučaju, mora da bude vredno pričanja. Treba da traje kao što dobra muzika traje i bude bitno kao što je i ona sama – da vrlina emocijama, da menja, da pokreće, da ujedinjuje. Zato mi je važno i koga ću da slušam i šta će da me pokrene. Posao kojim se bavim, sam po sebi podrazumeva praćenje raznih trendova. Neki su kratko na tronu, neki će još dugo da vladaju. Potreba za dobrom sadržajem je svakako na duge staze.

Vladare dobre muzike nije lako svrgnuti sa prestola, večni su. No ipak će i to neko pokušati, trudeći se da nam priredi opet neko novo, nezaboravno iskustvo.

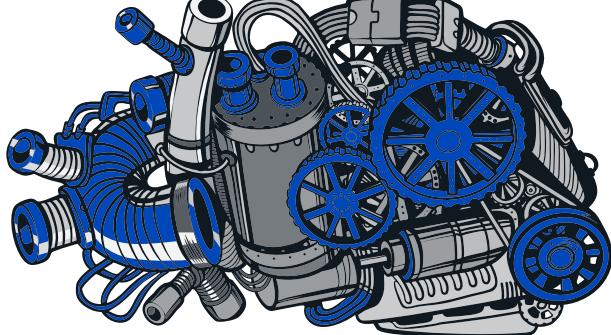
Česte razgovore na misterioznu temu budućnosti i očekivanja možda najčešće vodimo sami sa sobom. Stalno preispitujemo, planiramo pa iščekujemo. Još jednom sam intervjuisala svoje misli, večitog sagovornika... A i koga bih bolje mogla da poznajem i propitam... ☺



One should prevail in this treasury of the unknown but... What exactly is this vast, empty space reserved for, and are the tickets expensive? What foundations have we built for the future so far? If the future is to dance on the foundations of the present, and if we don't set them securely enough, the ground under our feet will be ever so unstable. And it's already vibrating under statements such as 'the here and now is what's important; who knows what tomorrow brings! If we allow ourselves to believe that, I'm afraid we're already lost. 'I won't cry for yesterday...' On the other hand, unless we get off the beaten track where we blindly follow the safe road, and unless we leave our personal mark, what are we? Are we just 'dust in the wind' or something stronger, more streamlined and stable? In any case, it must be worth talking about. It should be as long-lasting as good music and as important as the music itself – it should rule the emotions, it should change, move, unite. So it's very important to me who I'll listen to and what will drive me.

My job implies following various trends. Some take the throne for a little while, some rule for a long time. The need for good content is definitely one for the long run. The great rulers of music are not easily dethroned, they are timeless. But someone will try, and they'll try to give us a new, unforgettable experience.

It's probably conversations about the mysteries and expectations of the future that we most often have with ourselves. We keep questioning, planning and waiting. I've interviewed my thoughts once again, my forever interlocutor ... And who else do I know better, who better to ask ...? ☺



## Budućnost nikad izvesnija

Dada: Kuda vode putevi budućnosti?

Dadine misli: Digitalizacija baca pod točkove ono materijalno pred sobom i tome smo već svedoci. Jedna sigurna vožnja u budućnost. Trend koji dolazi, dakle, nije toliko nepoznat i pravac može već da se naslutи. Tehnološka revolucija uveliko kroji nova odela svemu, potpuno besplatno. I reči nam gutaju mašine. Interesantno bi bilo videti jednog dana umesto samog kopirajtera i te „žive“ reči, automat za izbacivanje ideja. Ubaciš tako adekvatne sastojke, tzv. inpute, neku siću i eto novih naslova. Sve čista mehanika! Zastrahujuće ili ohrabrujuće!? Sve brže, bolje, ali i jeftinije. I to je siguran trend koji će da traje jer se tako traži i jedino tako zadovoljavaju potrebe halapljivih potrošača.



## Moći će nam se

Dada: Šta bi još moglo da se izmisli? Nije li već sve dostupno?

Dadine misli: Nije sasvim sigurno šta sve, ali u mnoštву koje nadolazi izbor će biti značajan, a borba i dalje golema. Na koju god stranu da protegneš ruke, nešto se uhvati. Pitanje je samo za koga se prvo zalepi. Informacije. Gomila informacija. Sve gotovo na mestu i čini se da ne postoji stvar koja bi trebalo još da se izmisli, a da nije proizvod nečeg već poznatog. Do rešenja nikad lakše nije bilo doći. Odgovarajuća kombinacija postojećeg na malo drugačiji način i eto opet nekog novog, neviđenog produkta uma. Traba znati i pre drugih iskombinovati na taj sasvim nov, neviđen način.

## The future has never been more certain

Dada: Where do the roads of the future lead?

Dada's thoughts: Digitalisation is throwing material things out of the window, and we can already see that. A safe ride into the future. A new trend, therefore, is not so unknown, and we can already guess the direction it's going. Technological revolution has been making new clothes for everything for a while now, completely free of charge. Our words are swallowed by machines. It would be interesting to see a gadget throwing in ideas instead of a copywriter and a 'living' word. You make appropriate input, a few coins and, hey presto, new titles are there. All pure mechanics. Terrifying or encouraging!? Everything's faster, better but cheaper. This is a certain trend that is going to last because that's what people want, and that's the only way to meet the needs of greedy consumers.



## Because we can

Dada: What else can be invented? Isn't everything already available?

Dada's thoughts: No one knows what else, but in the myriad things that are coming our way we'll be spoiled for choice, and there will still be a big fight. Wherever your hand reaches, it'll get hold of something. The only question is who it'll get hold of first. Information. Loads of information. Everything's ready, and it seems there is nothing new to be invented that isn't a product of something familiar. Finding a solution has never been easier. The right combination of what's apparently different but essentially the same, and here's another new product of the mind, never seen before. One should know before everybody else does and make new combinations, never seen before.

## Ko će jeftino skupo da plati

Dada: Kako je sve već dostupno, koliko zaista i vredi?

Dadine misli: Umesto stare prašnjave hartije ili ploče za koju se toliko izdvajalo radi „videti i imati prvi taj original”, sve je sada već free za download, svima dostupno u isto vreme. Čula ipak još imaju istu funkciju, nanjušiti dobro, nanjušiti prvi. Ne znam sa sigurnošću šta će se sve stvarati i prodavati dalje, ali znam da će biti jeftina i dostupna usluga. Biće potrebno vreme da se zaboravi na stvari da bi, kako to obično biva, opet postale vredne izvlačenja iz svojih uredno složenih baza i foldera u koje ćemo, umesto u biološkom sistemu, sve da skladištimo. Da bismo prodali, postajemo jednostavno ono što drugi žele da vide, čuju, kupe. Ko prvi bude znao da isprati brze promene ponašanja potrošača i prepozna njihove želje, utoliko će biti uspešniji. Sledi „plivanje sa ajkulama”. Cena će kao i uvek biti glavni sudija, ali će većom konkurenjom biti sve niža. Jeftino bi moglo postati sinonim i za dobro?! Skupa će biti nevidljiva ulaganja onih koji o tom zadovoljstvu brinu.

## Sve se još vrti oko starih ploča

Dada: Ima li zamene „starom - dobrom” koje nas je već oborilo s nogu i još uvek drži na kolenima preključi za još?

**INTERESANTNO BI BILO VIDETI  
JEDNOG DANA UMESTO SAMOG  
KOPIRAJTERA I TE „ŽIVE” REČI,  
AUTOMAT ZA IZBACIVANJE  
IDEJA. UBACIŠ TAKO ADEKVATNE  
SASTOJKE, TZV. INPUTE, NEKU  
SIĆU I ETO NOVIH NASLOVA.**

## Who'll pay dearly for the cheap

Dada: Since everything's already available, how much is it really worth?

Dada's thoughts: Instead of old, dusty papers or a record everybody saved to ‘see and get hold of that first original’, everything is now free to download, available to everyone at the same time. Senses still have the same functions: smell it out well, smell it out first.

I don't know for certain what people will create and sell on, but I know that the service will be cheap and available. It'll take time to forget things so they become worth being taken out from their neatly arranged databases and folders. That's where we'll be storing everything, not in a biological system. To sell, we simply become what other people want to see, hear, buy. The faster someone reacts to the rapid changes in consumer behaviour and to what they want, the more successful they are. The next thing is ‘swimming with the sharks’. Price will be the chief arbiter, as usual, but it will drop as the competition gets greater. Cheap could even become a synonym for good?! Expensive will be the invisible investment of those concerned with such pleasure.

## Everything still revolves around the same old stories

Dada: Can the old and good that's swept us off our feet, keeping us on our knees begging for more, be replaced?

**IT WOULD BE INTERESTING TO  
SEE A GADGET THROWING IN  
IDEAS INSTEAD OF A COPYWRITER  
AND A ‘LIVING’ WORD. YOU MAKE  
APPROPRIATE INPUT, A  
FEW COINS AND, HEY  
PRESTO, NEW TITLES  
ARE THERE.**



Dadine misli: Ponuda je bogata ali, sve isto samo malo drugačije. Često deluje i kao kopija nečeg već viđenog. Češće lošija, redje dobra čini mi se. Da ne odu u zaborav, ima tu malo onog Dilanovog, malo Bouvija, ili malo Pink Flojda - poznatog ali ipak nezamenljivog, večnog. Teško je zamisliti da će neko novo ime da ostavi toliko iza sebe, da će da traje i da se slavi. Jer sve to novo nekako brzo postane i bajato pošto u redu već čekaju novi autori. Čitavi redovi. U neke se dobro uložilo pa bi ih trebalo opravdati. U svakom slučaju, dobrodošli svi koji mogu da pariraju ali jedno je sigurno, čeka vas težak zadatak.

Dada: Šta je novo što će da nas pomera, koji ritam bi još mogao da nas pokreće u masi?

Dadine misli: Ko je Džima Morisona mogao da shvati ozbiljno kada je među prvima predvideo novi muzički pravac i da će muzičke instrumente da zamene „masine”? “There's somebody out there, working in a basement, just inventing a whole new musical form”. Videh nedavno jedan interesantan post na Facebooku: „Izgleda da smo naj... čim se Mik Džeger u novim pesmama takao politike, nakon 55 godina karijere!” Bavili su se mnogi i baviće se još. Nadam se samo da to neće opredeliti neki novi pravac. Mene baš zanima u kojoj masi ću da đuskam. Zagrejanih motora furam u još ne baš tako pozнатом pravcu. “...Every world is my world...”

Dada: Hvala misli što uvek vodite kroz nove pustolovine!

Dadine misli: Srećno dalje, srećno budućnosti!



Dada's thoughts: The offer is rich but what's on offer is essentially the same, the differences are small. It often seems like we're being offered a copy of something we've seen before. I think that more often than not it's a bad copy, rarely a good one. Lest they be forgotten, there's a little bit of Dylan here, a little bit of Bowie there, or a little bit of Pink Floyd – familiar yet irreplaceable, timeless. It's hard to imagine that a new name will leave so much behind, that it will last and be celebrated. Because all that's new quickly becomes stale, as new authors are queuing up already. A whole long queue of authors. A lot has been invested in some of them, and the investment should be justified. In any case, welcome all of you who can match them, but one thing is certain, you've got a challenge ahead you.

Dada: What new things are going to move us, what rhythm could still move us in the masses?

Dada's thoughts: Who took Jim Morrison seriously when he was among the first to predict a new music movement, that musical instruments were going to be replaced by ‘machines’? There's somebody out there, working in a basement, just inventing a whole new musical form.’

I've recently seen an interesting post on Facebook: ‘We must be screwed if Mick Jagger is touching on politics in his new songs, after 55 years of being in music!’ Many have dabbled with it and many more will. I just hope it doesn't result in a new movement.

I would really like to know in what sort of masses I'm gonna dance. My engines are hot and I'm rushing in a not so familiar direction ‘...Every world is my world...’

Dada: Thank you, thoughts, for always taking me to new adventures!

Dada's thoughts: Good luck time to come, good luck future!

# BUDUĆNOST LJUDI SU LJUDI

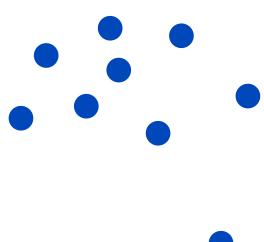
THE FUTURE  
OF HUMANS  
IS HUMANS



AUTOR / AUTHOR:

**EMINA AZIZI**

REGIONAL ACCOUNT DIRECTOR



SAGOVORNICI / INTERLOCUTORS:

**MCCANN LJUDSKA SNAGA /**

**MCCANN HUMANFORCE**

Možda smo nekada i bili majmuni... Možda smo to i sad samo nas je neko ko ima pogrešno mišljenje o njima, nakon mnogo godina evolucije, konvencijom nazvao ljudima kako se ne bismo osećali uvređeno. Za mene je to stvar semantike, ali mi se bez obzira dopada budućnost koju su majmuni imali pre više miliona godina. Iako je tu bilo baš svega. Sve čemu želim da se nadam je da će i budućnost nas, ljudi, biti podjednako dinamična i dramatična, poučna i neizvesna, šarenolika jer sve dok nas povezuje ista suština, ne plašim je se. Ljudi su ipak budućnost ljudi. Pa nek nas u toj budućnosti, opet nekom konvencijom, ponovo nazovu majmunima zbog te i takve vere u ljude.

Once upon a time we may have been apes ... We may be apes now too; it's just that someone with a misconception about them, after years of evolution, by convention named us humans so that we don't feel offended. For me, it's a matter of semantics but I like what the future had in store for apes millions years ago regardless. Even though there were all sorts of things there. All I want is to hope that the future of us, humans, is as dynamic and dramatic, educational and uncertain and colourful, because as long as we are connected by the same sum and substance, I'm not afraid. Humans are, after all, the future of humans. So let them call us apes again in that future, again by convention, because of that kind of faith in humans.

Ima tih nekih univerzalnih želja - da bude mir u svetu, da prestanemo da se otapamo, da nema više gladnih, da zavlada ljubav svuda... Ok, zašto da ne. Svi smo za!? Ali promene na tom, od nas samih udaljenom makro nivou, počinju od onog nama jako bliskog – ličnog nivoa, jedinog na koji imamo direktni uticaj i koji možemo ponuditi svetu za ostvarenje onih utopijskih, univerzalnih želja. Jedinog koji me iskreno zanima da otkrivam.

Zato pitam svoje kolege, različite i na prvi i na dublji pogled:

1. KAKVU BUDUĆNOST ŽELE ZA SEBE I ZA ONE KOJI OSTAJU NAKON NIJH?
2. KOJA JE TO JEDNA POJAVA/FENOMEN/STVAR KOJA BI MOGLA DA DOĐE IZ BUDUĆNOSTI, DA IM OLAKŠA ŽIVOT SADA?
3. KADA BI SAMI SEBI OSMIŠLJAVALI POTPIS ISPOD IMENA, ŠTA BI STAJALO?

Zajedno svakodnevno obitavamo u ovom proširenom, agencijskom mikrosvetu u kom se naši lični svetovi preklapaju, sudsaraju, prepliću. A to je već svet koji može ozbiljnije da prodrma univerzum. Obavljujući različite zadatke na različitim pozicijama, u različitim sektorima, drugaćijih razvojnih puteva i afiniteta obliskovali smo se u različite pojedince. Ali da pokušamo da rasvetlimo da li smo baš toliko međusobno različiti ili nas ipak suštinski povezuje potreba i želja za istim... Za ljubavlju, sigurnošću, hranom, snom, obrazovanjem, ličnom svrhom, osećajem uspešnosti...

Podrazumeva se da ćemo dati doprinos, svako svojoj viziji budućnosti. Samo, s vremenom na vreme, treba se podsetiti toga kakva je naša vizija.

There are some universal wishes: world peace, stop the thaw, no starvation, love rules ... OK, why not? Are we all for it!? But changes on this far removed macro level start somewhere very close to us – on a personal level, the only one we can influence directly and which we can offer to the world to make those utopian, universal wishes come true. The only level I'm truly interested in continuing to discover. So I'm asking my colleagues, as diverse at first sight as in a closer, deeper look:

1. WHAT KIND OF FUTURE DO YOU WANT FOR YOURSELF AND FOR FUTURE GENERATIONS?
2. WHAT ONE EVENT/PHENOMENON/THING FROM THE FUTURE WOULD MAKE YOUR LIFE EASIER TODAY?
3. IF YOU WERE TO CREATE YOUR OWN TITLE, WHAT WOULD IT BE?

Day in day out we co-exist in this extended agency microcosm where our personal worlds overlap, collide, intertwine. This is the world that can seriously shake the universe. Carrying out various tasks while working in various positions, in various departments, having different development pathways and affinities, we have shaped ourselves into unalike individuals. Let's try and figure out if we are really so different, or if we are essentially connected by the same needs and desires ... For love, security, food, education, sense of purpose, sense of achievement...

It goes without saying that we will each contribute our personal visions of the future. Only, from time to time, it's worth reminding yourself what the vision is.

**Jelena Lubardić**, Associate Production Artist  
Lični potpis: Radnik iz Beograda

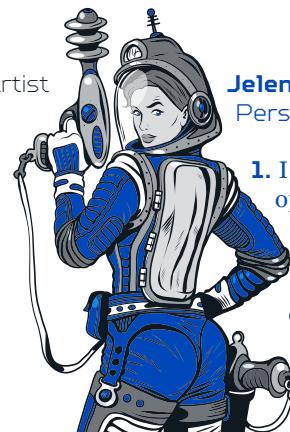
**1.** Želim budućnost koja podrazumeva uživanje u životu, mogućnost školovanja u skladu sa vekom u kom živimo; da radimo ono što volimo, a na kraju da od tog rada možemo normalno da živimo. Želim budućnost koja ne opterećuje dnevnim dešavanjima već svima omogućava širinu u svakom pogledu (obrazovnom, kulturnom, naučnom itd.).

**2.** Vozilo iz filma Peti element.

**Željka Mićić**, Research & Development Manager  
Lični potpis: Prokleti realista, obožavalac prirode i životinja (judi nešto manje) ☺

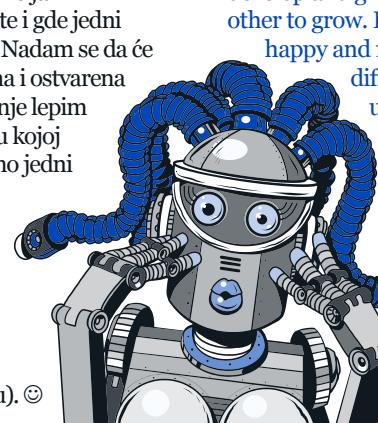
**1.** Ako već ne mogu da se bavim makro nivoom i skliznem u utopiju, onda ovako... Želela bih budućnost u kojoj smo pre svega zdravi i često se sмеjemo zajedno. Volela bih budućnost u kojoj nikо od nas ne mora da brine o egzistencijalnim potrebama, gde svako može da se razvija i raste i gde jedni druge podržavamo i podstičemo u tom rastu. Nadam se da će to biti budućnost u kojoj je svako od nas sреćna i ostvarena osoba koja zna kako da se bori sa teškim i manje lepim stvarima koje nam život donosi. I budućnost u kojoj kada dođu takvi trenuci, možemo da računamo jedni na druge.

**2.** Memorijска kartica za ljudski mozak – nekada sam pamtila kao slon. U poslednje vreme sopstvena dugotrajna memorija me frustrira, a bogami i ljudi oko mene (npr. kad uporno tvrdim da se nešto nije desilo ili nisam rekla, a biće da jeste i jesam – bar tako oni kažu). ☺



**Jelena Lubardić**, Associate Production Artist  
Personal title: Worker from Belgrade

1. I want a future in which we enjoy life, have opportunities to get an education that befits the century we live in, where we love what we do and can make a decent living. I want a future that doesn't burden us with the daily news but allows breadth in all aspects (educational, cultural, scientific, etc.).
2. The car from The Fifth Element.



**Željka Mićić**, Research & Development Manager  
Personal title: Darn Realist, Fan of Nature and Animals (People, Not so Much) ☺

**1.** Since I can't talk about the macro level and slip into utopia, here we go... I would like a future where, firstly, we are all healthy and we laugh together. I would like a future where no one has to worry about existential needs, where everyone can develop and grow and where we support and encourage each other to grow. I hope that it's a future in which everyone is happy and fulfilled, in which everyone knows how to fight difficulties and the curveballs that life throws at us. A future where, when those times come, we can count on each other.

2. A memory card for the human brain – my memory used to be like an elephant's. Lately, though, my long-term memory really frustrates me, and frankly people around me too (e.g. when I'm adamant that something hasn't happened or that I haven't said something and it turns out that it has and that I have – or so they say). ☺

**Marko Mihaljević**, Production Runner

Lični potpis: Budući da se psihologija ne izražava povoljno o onima koji sami sebi daju nadimke, imena, titule suzdržao bih se od ikakvih želja za potpisom koji bi mi stajao ispod imena. Ako bi se ovo pitanje, kao što prepostavljam, moglo preformulisati u narudžbinu epitafa – voleo bih da me pamte kao poštenog i samopregornog radnika, trajno posvećenog idealima socijalne pravde.

1. Moje želje su usmerene ka svetu u kom će vladati atmosfera jednakosti, pravde, međusobnog uvažavanja i dobrih odnosa među svim pojedincima i narodima sveta. Premda nerealan, ovaj cilj mora biti uvek na umu svakog iskrenog humaniste.

2. Iako ima onih među nama koji tvrde da ih kućni poslovi opuštaju i utiču na smanjenje nivoa stresa uzrokovanih svakodnevnim brigama, voleo bih da me u domaćinstvu odmeni nekakav specijalizovani robot. Vreme koje bih na taj način uštedeo, iskoristio bih najpre za rad na dobrobiti svog komšiluka u okviru mesne zajednice, potom bih svoje snage usmerio ka boljitku naše domovine i svih naših susednih zemalja, i najzad, dao svoje zrno doprinosa napretku celokupne planete.

**Dubravka Perišić**, Creative Traffic

Lični potpis: Creative Excellence Manager

1. Želim da živimo politički i socijalno nehajno, posvećeni tome kako da unapredimo sebe, svoja znanja i svoju okolinu!

2. Ja ne mogu da dočekam da se potroši sva nafta, pa da lepo obelodane postojanje teleporta jer bez istog više ne mogu da živim. Putovanje na more nije problem, ali kretanje kroz Beograd me isteruje iz zdrave pametи.



**Marko Mihaljević**, Production Runner

Personal title: Since psychology does not favour those who give themselves nicknames, names or titles, I'd like to refrain from creating a title I'd wish to have under my name. If we were to rephrase this question into what I would like my epitaph to be, as I suspect we could, I would like to be remembered as an honest and hardworking man, permanently committed to the ideals of social justice.

1. My wishes focus on a world of equality, justice, mutual respect and good relations between all individuals and nations worldwide. Although unrealistic, this is a goal that should be on every humanist's mind.

2. Although there are those among us who claim that they find house chores relaxing and stress-reducing, I'd like to be replaced by a specialised robot in my household. The time this would save me I'd use first to work for the good of my neighbourhood, then for my local community, then for the good of our country and all our neighbouring countries, and finally I'd make my tiny contribution to the progress of the entire planet.

**Dubravka Perišić**, Creative Traffic

Personal title: Creative Excellence Manager

1. I want us to live politically and socially nonchalant lives, committed to improving ourselves, our knowledge and our environment!

2. I can't wait for the oil reserves to be used up so they can reveal that teleportation is possible because I can't live without it any more. Travelling to the seaside is not a problem but getting around Belgrade does my head in.



GLEDAJUĆI UNAZAD, SVE  
ŠTO JE ĆOVEK RADILO I ŠTO I  
DALJE RADITI, RADITI U SVRHE  
OLAKŠAVANJA SOPSTVENOG  
BIVSTVOVANJA – I POMALO  
ZARAD IGRE.

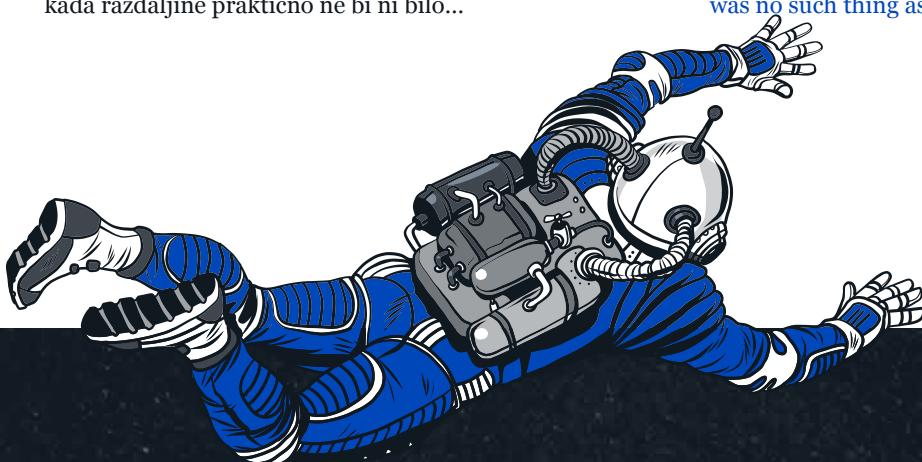
**LOOKING BACK, THE POINT OF EVERYTHING HUMANS HAVE DONE AND ARE STILL DOING IS TO MAKE THEIR EXISTENCE EASIER – AND, UP TO A POINT, FOR THE SAKE OF PLAY.**

**Igor Petrović**, Account Manager

Lični potpis: Šampion Formule 1

1. Želim budućnost u kojoj ne živimo od danas do sutra, u kojoj puka egzistencija nije primarni cilj. Društvo koje će ceniti kvalitet i individualne vrednosti, a podržavati raznolikost. Laku dostupnost moderne tehnologije koja će omogućiti fleksibilnost zanimanja i rad sa bilo koje tačke na planeti.

2. Teleportacija.  
Zamislite samo šta bismo sve mogli i gde bismo sve bili kada razdaljine praktično ne bi ni bilo...



**Igor Petrović**, Account Manager

Personal title: Formula 1 Champion

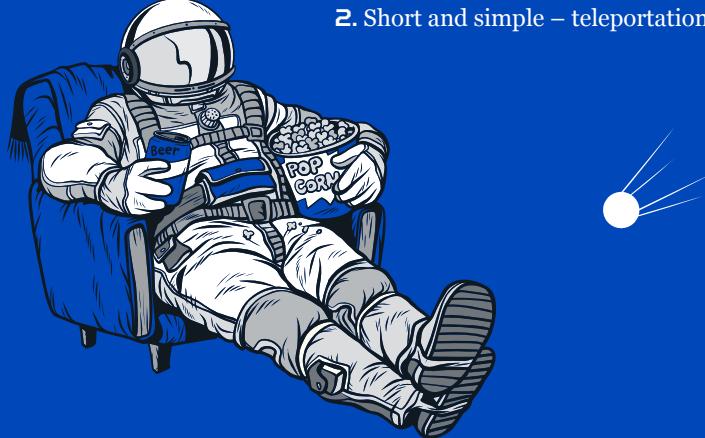
1. I want a future in which we don't live from day to day, in which mere existence isn't the only objective, a society where quality and individual values are appreciated and diversity is supported. Easy access to modern technology that will allow job flexibility and make it possible to work from anywhere on the planet.

2. Teleportation.  
Imagine what we could do and where we could be if there was no such thing as distance...

**Miloš Stanković**, New Business Manager  
Lični potpis: Onaj koji veruje u bolju budućnost

**1.** Želim budućnost lišenu velikih briga i velikih praznih priča. Želim jednu globalnu dosadu ispunjenu malim i čestim avanturama i raznim oblicima slobode.

**2.** Kratko i jasno – teleport.



**Petra Rogić**, Account Executive  
Lični potpis: Čovjek čistog srca

**1.** Budućnost o kojoj sanjam stvarno se čini samo kao san, jer mnogi bi mi rekli da ja zapravo sanjam o prošlosti. Ne bih nas baš vratila u šumu, u kućicu od drveta, slame, blata... Ili možda bih? To zvuči tako čisto i blisko našoj prirodi – da živimo s njom, prema njenim pravilima. Danas živimo po pravilima koje smo sami odredili, a ljutimo se na one prirodne jer često dođu baš u onom trenu kad ih nismo planirali. No kako san treba ostaviti tamo gdje i pripada, u mašti, siguran i zaštićen kao tajna, budućnost koju vidim za sebe je da krenem malim stopama ka promjeni ove nemaštovite i predvidive svakodnevice, omotane u plašt stresa, straha od neuspjeha, pogreške, zadovoljavanja uglavnom ne osobnih, već

**Miloš Stanković**, New Business Manager  
Personal title: Believer in a Better Future

**1.** I want a future free from big worries and big empty stories. I want a global boredom filled with small but frequent adventures and various forms of freedom.

**2.** Short and simple – teleportation.

**Petra Rogić**, Account Executive  
Personal title: A Human Being with a Pure Heart

**1.** The future I dream of does feel like a dream because many would argue that it's the past I really dream of. I wouldn't take us back to the forest, a hut made from wood, straw or mud... Or perhaps I would? It sounds so pure and so close to nature – to live with it, by its rules. We live today by the rules we've created ourselves, and we get angry at the rules of nature because they often happen when we least expect them. Yet, while dreaming should be left where it belongs, in the imagination, safe and protected like a secret, the future I see for myself means taking small steps towards changing this unimaginative and predictable everyday life, cloaked in stress, fear of failure, of making a mistake, where we satisfy not personal wishes, but mostly the 'macro' wishes

„makro“ želja svijeta unutar kojeg se krećemo, trčanja za uspjehom, kao da svijetu treba još uspješnih ljudi... Svjetu trebaju mudraci više nego ikada. Ako vam kažem kako točno planiram realizirati svoju blistavu budućnost, neće mi biti toliko zabavno realizirati svoje želje. Svijet selebritija nas je nekako priučio da izlažemo osobne stvari svijetu oko nas, htjeo on to ili ne, pitao ili ne pitao. A ja često volim ne reći i kada me pitaju. Ne iz zlobe, već iz želje da moje odlazi tamo gdje ja to želim, a ne da se rasipa posvud.

Suština naše sreće, ako ju želimo doživjeti sada ili u budućnosti, je da živimo u skladu s moralnim principima duboko ukorijenjenim u nas, da život promatramo kroz ljubav, a ne kroz strah, da stremimo tome da unutar nas vlada monarhija, apsolutna i čista. Ne egoistična. Da nas vodi intuicija, da uskladimo svoje srce, um i želudac koji je zadužen za akciju, za djelovanje. Za naše postupke. Kada to troje uskladimo, nebitno je čime se bavimo - da li smo slikari ili bankari ili kako provodimo dane jer sve je posloženo i na svome mjestu. Tu leži sreća. Sada i uvijek. To je moja istina.

**2.** Vjerujem da sreća i zadovoljstvo leži u našim rukama, u našim odabirima i djelovanjima. Dakle sve što bi mi trebalo kao nešto što bi mi olakšalo život, već je ovdje. Pitanje je samo da li sam to spoznala. Iz tog razloga prepričam životnom iskustvu da me nauči i pokaže smjer u kojem valja gledati.

Međutim, bilo bi interesantno da se internet jednog dana samo ugasi, da nestane. Baš kao i mobilni telefoni. To bi mi zaista olakšalo na putu ka blistavoj budućnosti. Bio bi to pravi fenomen! A stvar? Da postoji tableta koja me čini odlučnom, da karakter ostane čvrst, da ne odustajem i da sam strpljiva u realizaciji ciljeva. Englezi bi to nazvali grit. Bila bi divota da mi to netko pošalje future expressom.

of the world – we move about, chasing success as if the world really needs more successful people... The world needs wisdom more than ever. If I tell you how exactly I plan to realise my dazzling future, making my wishes come true won't be fun. Celebrity culture has trained us to expose our private lives to the world around us, whether the world wants it or not, whether we are asked to or not. And I often like not to tell even when I'm asked. Not to be mean but because I want what's mine to go where I want it to go rather than squander it.

The essence of our happiness – whether we want to experience it now or in the future – is to live by moral principles deeply rooted in us, to observe life through love rather than fear, to strive to be ruled from within by a monarchy, absolute and pure. Not egotistical. To be ruled by intuition, to align our hearts, minds and stomachs responsible for action, for doing. For our actions. When these three are aligned it doesn't matter what we do – whether we are painters or bankers or how we spend our days, because everything is where it should be, everything is in its place. This is where happiness lies. Now and forever. This is my truth.

**2.** I believe that happiness and contentment are in our hands, in our choices and actions. Everything I need to make my life easier is already here. The question is whether I recognise it. So I leave it to life experiences to teach me and show me where I should look.

It would be interesting if the Internet was simply switched off one day, if it disappeared. Mobile phones too. This would really make my journey to the dazzling future easier. This would be a real phenomenon! And the one thing? I wish there was a pill that would make me decisive, that would make my character stay strong, that I don't give up and that I'm patient about realising my goals. The English call it 'grit'. It would be wonderful if someone could send it to me by future express.

**Marko Simikić**, Social Media Assistant

Lični potpis: Marko Simikić ne Sikimić, prvi svog imena, mag Alcatel-a i krotitelj Nestle-a, čuvan frižidera i absolutni poznavalac KMN-a

**1.** Iskreno nemam pojma... To je verovatno posledica situacije da ne gledam nešto previše u budućnost. To mi sve deluje kao bespotrebno nametanje pritiska i očekivanja. Trudim se da budem zadovoljan u svakom trenutku i da se bavim stvarima koje mi mogu doneti zanimljiva iskustva i događaje u nastavku života. U poslednje vreme mi je postalo bitno da imam nešto što me loži i gura kako bih mogao da ostvarim sitne stvari koje volim u vezi sa životom, ta sinergija da radiš nešto cool što ti omogućava da radiš nešto cool mi donosi optimalan balans. Što se tiče onih koji ostaju nakon mene, želim im svu sreću. Biće im potrebna.

**2.** Voleo bih neki teleport. Izgleda mi kao korisna stvar. Nekada me mrzi da ustanem iz udobne fotelje samo zato što u glavi razmatram put koji treba da se pređe do željene destinacije. Takođe time bismo ubili fenomen „evo me za 5 minuta”, „kasnim, gužva je” i tako to. Teleport bi jednostavno ubrzao stvari u životu koje su i ovako postale solidno brze. Sve manje imamo vremena za sebe i stvari koje nas ispunjavaju, tako da bi nam ova naprava jednostavno omogućila da u svakom trenutku možemo prilično lako da uskočimo u situaciju u kojoj želimo da se nađemo. Razumem da preterano korišćenje ne bi bilo dobro po nas, ali dozirano, kada je baš potrebno, nije loše.

**Marko Simikić**, Social Media Assistant

Personal title: Marko Simikić not Sikimić, the First of His Name, Alcatel Wizard and Nestle Tamer, Fridge Keeper and Absolute KMN Connoisseur

**1.** Honestly, I've no idea... This is probably because I don't really look into the future much. To me, it all seems like putting unnecessary pressure and having unnecessary expectations. I try to enjoy every moment and do things that can provide me with interesting experiences and events in my future life. Lately, it's become important to me to have something that excites and pushes me to achieve the little things I love about life. The synergy of doing one cool thing that allows you to do another cool thing creates the optimal balance for me. As for future generations, I wish them luck. They'll need it.

**2.** I'd like some sort of teleportation. It seems like a useful thing. Sometimes I can't be bothered to get up from a comfy chair just because I'm scrutinising the trip I need to take to my desired destination. Also, we would eliminate the 'I'll be there in 5', 'I'm late, it's a traffic jam' and so on. Teleportation would simply speed up things that have become quite speedy anyway. The time we have for us and things that fulfil us is constantly shrinking. Teleportation would enable us to jump into the situation we want to be in at any given moment. I understand that its over-use wouldn't be good for us, but in the right doses, when it's really needed, it ain't bad at all.



Ovaj mali socijalni eksperiment ipak ide u prilog tezi da nas na kraju povezuje potreba za istim. Ali ne samo nas koji živimo sadašnji trenutak već i ljude pre nas i nas sa njima. Ono što se menja je „konkretni predmet borbe” u datom istorijskom trenutku, ali ideal i želja ostaju suštinski isti – da bude bolje. Gledajući unazad, sve što je čovek radio i što i dalje radi, radi u svrhe olakšavanja sopstvenog bivstvovanja – i pomalo zarad igre. Konstantno se osvajaju nove slobode i konstantno se pada u „ropstvo” novim trendovima od kojih ćemo želeti da se oslobođimo, a hrili smo da im služimo... I tako u krug.

Verujem da će to nastaviti da bude naša budućnost – uporno nastojanje da nam bude bolje. Na tom putu sigurno će biti pogrešnih i nazadnih poteza, ali u nameru nemam nikakvu sumnju. Osim ako pogled na budućnost vas ostalih nije drugačiji. Da li je?

This little social experiment proves the hypothesis that we are connected by the same needs. Not only do they connect us who live in the present but they connect the people before us and us with them. What changes is the ‘specific cause we fight for’ in a given moment in history, but the ideal and the wish stay essentially the same – for things to be better. Looking back, the point of everything humans have done and are still doing is to make their existence easier – and, up to a point, for the sake of play. We constantly conquer new freedoms and we constantly become slaves to new trends from which we’ll want to break free, although we were rushing to serve them... And then all over again.

I believe that this will continue to be our future – persistent striving to make things better for ourselves. There will certainly be wrong and backward moves along the way, but I have no doubt about the intent. Unless the rest of you have a different view of the future. Do you?



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