

MESTO KOJE VOLIŠ DANAS SAČUVAJ ZA SUTRA

PRESS RELEASE

Finished Reconstruction of one of three winning localities of the project "The Place I Love"

Banca Intesa Reconstructed the Ramparts of Novi Pazar

Belgrade, 17th December 2012 - Banca Intesa finished the reconstruction of City Ramparts in Novi Pazar, one of the three locations with the highest number of citizens' votes on the public contest organized within the corporate social responsibility project "The Place I Love". The Bank financed the restoration and conservation works initiated in mid-August in their entirety in the amount of 10 million dinars, and they have been performed on the basis of the project of the Republic Institute for the Protection of Cultural Heritage Monuments, with expert supervision of this body.

“I am very proud that by successful realization of the project of reconstruction of the Ramparts of the Fortress of Novi Pazar we have aided for this cultural and historical symbol of the city, but also Serbia’s cultural heritage of extreme importance to be saved for future generations. Citizens have given significant support to the project and have decided, with almost 36,200 votes precisely for the Ramparts to be one of the three localities to be saved from oblivion through the restoration project, which would not have been carried out without excellent cooperation with the Republic Institute for the Protection of Cultural Heritage, Ministry of Culture and Information and representatives of the town of Novi Pazar. By the project “The Place I Love” Banca Intesa initiated a unique initiative of the protection of cultural and historical repository of Serbia with the aim of engaging the widest public and strengthening the awareness of the wealth of our heritage, and the fact that citizens proposed 1,290 locations throughout the country for restoration goes to prove that we have fulfilled our main task .“ stated Maja Kolar, Head of the Marketing and Communications Department of Banca Intesa. The conservation and restoration works were performed on the Novi Pazar Ramparts and included the northern and western bastion, as well as the wall with loop holes next to the "Motrilja“ watchtower. The works included the partial building of the Ramparts on the west side, the treatment of the tops of in-built walls, rebuilding of the outer walls of the Ramparts, as well as research, conservation and presentation of the newly discovered structure along the wall with loopholes.

Official opening ceremony of reconstructed Ramparts will be held in spring, when the students of the Faculty of Philosophy of the University of Belgrade will have completed their academic project, the play “Awakening of the Ramparts” which will show the historic moment when Isa beg Isaković erected the fortress of Novi Pazar, the forerunner of today’s town of Novi Pazar.

“The reconstructed Fortress of Novi Pazar is not only one of cultural heritage monuments that has been conserved and restored. It represents a lot more. It shows how over 200,000 people can gather around a noble idea such as Banca Intesa’s project “The Place I Love”, how all those who participated and voted had faith that they were participating in something good and how it is possible for a commission to work in the spirit of understanding and respect. I am happy that the citizens of Novi Pazar had the need to show gratitude for their town being “made prettier”. I am proud that the Republic Institute for the Protection of Cultural Heritage Monuments, at whose head I am, has managed to realize the project with good quality and well and is continuously supervising the works out of which some, as it usually happens in the protection of cultural heritage, had not been planned. In the end, although this is often forgotten, the authors of the restoration projects are architects and conservationists Marina Nešković and Nevena Debljović Ristić, contractor „DMD KROV“ from Novi Pazar, and works manager is architect and advisor conservationist Marina

Nešković. “, stated Vera Pavlović Lončarski, director of the Republic Institute for the Protection of Cultural Heritage Monuments and president of expert jury on the project The Place I Love.

The Fortress of Novi Pazar has a double protection status- as an individual cultural monument, and within the wider spatial cultural and historical whole with the old town and the complex around the Altun-Alem mosque. It is assumed that it was built by the Turks at the end of the first half of the XVIII century at the place where the older palisade fortification was, together with the town which it borders on the east side it represents the oldest part of Novi Pazar. The fortress of the shape of an irregular triangle consists of three bastions in the corners of the fortification, which are connected by defense ramparts.

Banca Intesa launched the project The Place I Love in May 2011, with the support of the Ministry of Culture, the non-profit organization Evropa Nostra Srbija and the Republic Institute for the Protection of Cultural Heritage Monuments. The expert commission in the following composition: Vera Pavlović Lončarski, director of the Republic Institute for the Protection of Cultural Heritage monuments and president of the commission, Irina Subotić, president of the organization Evropa Nostra Srbija, Gorčin Stojanović, theatre, film and television director, Vladimir Arsenijević, writer, translator and editor, and Maja Kolar, Head of the Marketing and Communications Department in Banca Intesa, chose ten finalists out of a total of 1,290 localities the citizens proposed in the first phase of the project, out of which the citizens chose the three winning places by voting. For the restoration of all three localities the Bank has set aside 30 million dinars, and apart from the Novi Pazar Ramparts it will also finance the restoration and revitalization of the National Library Token on Kosančićev venac in Belgrade and the Belgrade Gate on Petrovaradin.

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