

# MESTO KOJE VOLIŠ DANAS SAČUVAJ ZA SUTRA

*PRESS RELEASE*

*Beginning of the reconstruction of winning localities at Banca Intesa's competition entitled  
The Place I Love*

## **Reconstruction of the Town Walls in Novi Pazar**

**Belgrade, May 30** - Banca Intesa and the Institute for the Protection of Cultural Monuments signed an Agreement on the implementation of the reconstruction project of the Town Walls in Novi Pazar, which created terms for the restoration works on one of three localities, winners of The Place I Love competition, to start. As stipulated in the Agreement, Banca Intesa has donated the Institute 10 million dinars intended for restoration and conservation works on the Novi Pazar fortress. Being the institution that is in charge of the protection of this cultural monument, the Institute is going to devise the restoration project, select the contractor and oversee the activities performed in this project. Moreover, the project envisages works on the northern and western wall of the fortress, that will involve extension of the walls on the western side, works on the crowns of both built-in walls, installing blocks on the front side of the wall, as well as the thorough cleaning of the area.

The Fortress of Novi Pazar is a listed building from two reasons – it is an individual cultural monument and as part of the wider spatial and cultural-historical entity, with an old town and compound surrounding Altun-Alem mosque. The fortress was build by Turks, believed at the end of the first half of the 18<sup>th</sup> century, on the location of the older palisade fortification. Along with the old town, by which it is bordered to the eastern part, it represents the oldest part of Novi Pazar. The triangle-shaped fortress is made of three corner bastions and defence walls that connect them.

Banca Intesa launched the CSR project called The Place I Love in May 2011, with the support of the Ministry of Culture and the help of Europa Nostra Serbia non-profit organisation and the Republic Institute for the Protection of Cultural Monuments. An expert commission composed of Vera Pavlović Lončarski, Head of the Republic Institute for the Protection of Cultural Monuments and commission chairperson, Irina Subotić, President of Europa Nostra Serbia, Gorčin Stojanović, theatre, film and TV director, Vladimir Arsenijević, writer, translator and editor, and Maja Kolar, Head of Marketing and Communication at Banca Intesa, selected the ten finalists of the total of 1,290 sites proposed by citizens in the first stage of the project. The three winning sites were selected from the finalists by the voting of citizens. The Bank allocated RSD 30 million to the reconstruction of each of the three sites, and in addition to the Walls of Novi Pazar, for which 36,145 citizens voted, it is also going to finance the reconstruction and revitalisation of the Former National Library in Kosančićev Venac in Belgrade and the Belgrade Gate in Petrovaradin, won the most votes.

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