



Elegant yet easy-going,

Novi Sad basks in the limelight, defying its second-city status and boldly living up to its moniker. Serbia's "New Garden" hosts the rocking EXIT Festival, whose 20^{th} edition coincides with the city's stint as the 2019 European Youth Capital. Headlining this revival, the Petrovaradin Citadel's LowerTown is getting a facelift, and the dilapidated Chinatown has blossomed into an alternative-culture district. Bursting with creative energy, new Gradić Fest is reinvigorating Petrovaradin through music, film, theatre and art, as Novi Sad gears up to wear another crown – that of the 2022 European Capital of Culture.

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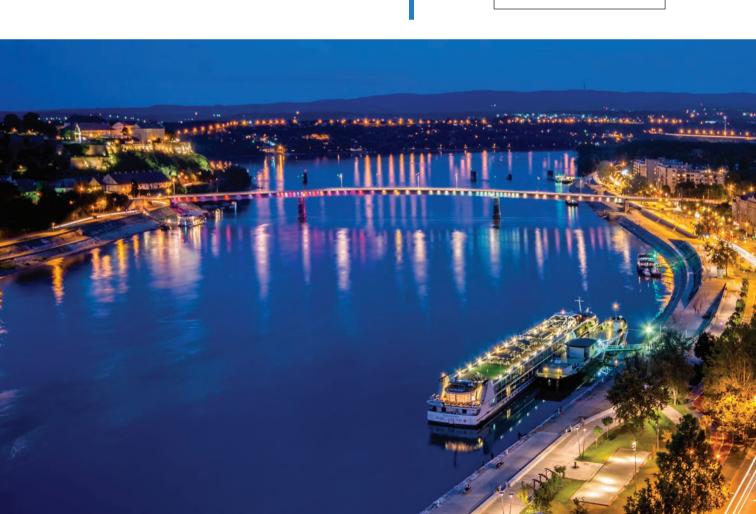
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NOVI SAD THE EXPERIENCE YOU ARE MISSING





ovi Sad/Újvidék/Neusatz has been, in the three centuries since it bore those names, a place of diverse, rich cultural heritage of the many peoples inhabiting it. Material and non-material cultural heritage created in the past centuries represent the source of an interactive network of scientific and cultural institutions, which makes Novi Sad today a place of active encounter of cultures and identities. It is a city of museums, galleries, events – with notably EXIT Festival gaining international recognition and indisputable appreciation.

As opposed to the traditional cultural production, programmes and events within the framework of a new cultural matrix have recently been distinguished – towards avant-garde and alternative ways, with the Student Cultural Centre as the programme centre, and the Chinese quarter, now known as the Creative District, as the venue centre. The new creative energy running through this district is a part of the ideas and activities that got Novi Sad nominated for the Youth Capital of Europe 2019 and the European Capital of Culture 2022.



Novi Sad attracts visitors also with its orderliness and being securely anchored with the Petrovaradin fortress – Gibraltar on the Danube, various languages spoken by its inhabitants, a rhythm that stands out from the hectic, chaotic city time. The urban core, built in Baroque, Neo-Renaissance, Classicist and Bauhaus styles is surrounded by picnic areas, preserved ecosystems and a complex of Orthodox monasteries in the Fruška Gora National Park. Salashs (salaš), chardas (čarda) and wine routes on the outskirts of Novi Sad offer an opportunity to experience the gastronomical richness and village practices.

Fruška Gora is known as the "balm for body and soul" due to its rich flora and fauna, interesting recreational and adventure content, as well as numerous monasteries and monuments that represent the cultural and spiritual treasure of this area. However, a special charm of the former island that rose above the Pannonian Sea are the picturesque vineyards that stretch endlessly on the hills of Fruška Gora. The Novi Sad Wine Route was created on the basis of these landscapes, connecting some of the best quality wines of the Fruška Gora vineyard on both sides of the Danube.











Both tame and playful, sad and bright, young at first glance but still known for its inhabitants and their timeless work, Novi Sad leaves a strong impression on everyone. Some sang about it in their songs, some yearn for it eternally from distant lands, but for most, it is a place to always come back to feel the unique spirit of this extraordinary city.

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Enjoying with style and leisurely



eisurely is an expression you will often hear among the people of Novi Sad and is used to describe the lifestyle of the local population, which is slow, casual and relaxed. The citizens of Novi Sad are characterized by their calm manner and tendency towards hedonism, so the cafe gardens that are full of people, as well as the parks packed with families with children at any time of the day shouldn't come as a surprise. If you want to experience the real local atmosphere, take a walk in the Danube Park or the down the quay, wander into the passages of Zmaj Jovina and Dunavska streets, drink homemade coffee or try a special chocolate treat in Vremeplov, which was named after one of the most important figures of Serbian acting scene, Mira Banjac.

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The secret hidden beneath "The Drunken Clock"

t got its popular nickname "The Drunken Clock" because of its unusual working mechanism, as the large hand shows the hours and the small hand shows the minutes. This used to help boatmen to tell the time from a long distance, as hours used to be more important than minutes back then. A special attraction of the Petrovaradin Fortress are the Underground Military Galleries, a complex four-story communication and defense system 16 kilometers long with rooms for various purposes. A part of the network of corridors about one kilometre in length is accessible to visitors under

the professional guidance of the Guide Service of the Museum of the City of Novi Sad. This cultural institution is located in the Arsenal – Topovnjača building, on the Upper Fortress, and gives visitors an insight into the lifestyle and culture of living in Novi Sad in the period from the 18th to the 20th century. The museum is also home to the Great War Well, an architectural and construction masterpiece, which was able to supply the entire fortress with drinking water in the event of a major siege.





LL The city of open heart



hanks to its location, Novi Sad has always been on the route of large migrations, and different peoples have chosen it as their new home. Today, twenty languages are spoken here, four of which are official, and the sound of bells can be heard from as many religious buildings of different denominations. The intertwining of the influences of many cultures made Novi Sad special in many ways. Two Christmases and two New Years are celebrated here, Saint Nicholas and "Mikulás", Hanukkah and Kurban Bayram, where strudel with poppy seeds, baklava and kurtosh cake are eaten. Life together, mutual respect, understanding and acceptance of diversity have given its inhabitants a gentle nature and willingness to take in everyone who comes to Novi Sad.

Youth, optimism and freedom of spirit

xisting for just over three centuries, Novi Sad ranks among young European cities. Since its foundation, its inhabitants have strived for independence and succeeded in their efforts to preserve their freedom. This is evidenced by the symbol of Novi Sad - a dove with an olive branch, then the central town square and the bridge over the Danube, which bear the word freedom in their names. For the past two decades, the EXIT Festival has been an incubator of positive energy and a gathering place for young people from all over the world. It is one of the biggest and most popular music festivals, and at the same time the only

one which was created as a student movement that grew out of the desire for progress and the longing for freedom. 200 thousand visitors from all over the world come to EXIT Festival to enjoy music performed by about a thousand artists on more than 40 stages and festival zones. So far, the festival has seen performances of leading artists of the world musical scene, such as Billy Idol, The Cure, The Killers, Guns N' Roses, Franz Ferdinand, Iggy Pop, David Guetta, Fatboy Slim, Cypress Hill, Snoop Dogg, The Prodigy, Sex Pistols, Nick Cave and the Bad Seeds, and many others.

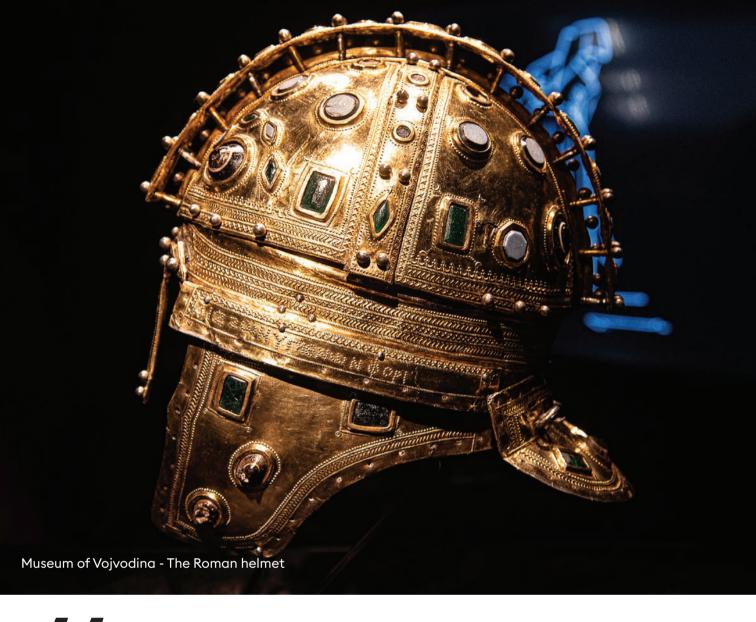




Summer break with the smell of linden and the freshness of the Danube



hen the first days of June fill the streets of the city with the magical smell of linden trees, the city beach becomes the focal point of meetings and summer events. Despite the hot sand under their feet, the people have fun playing head tennis and picigen, two sports games created precisely at one of the largest and most beautiful Danube bathing areas - Štrand. Some look for refreshment from the summer heat in the Danube, while others find it in the shade of poplars or under the umbrellas of numerous bars. The neighboring Fisherman's Island, known for its relaxed atmosphere, offers a special experience in the Vojvodina way - a pleasant summer afternoon with a tasty bite and chill music.



The golden glow of Roman parade helmets

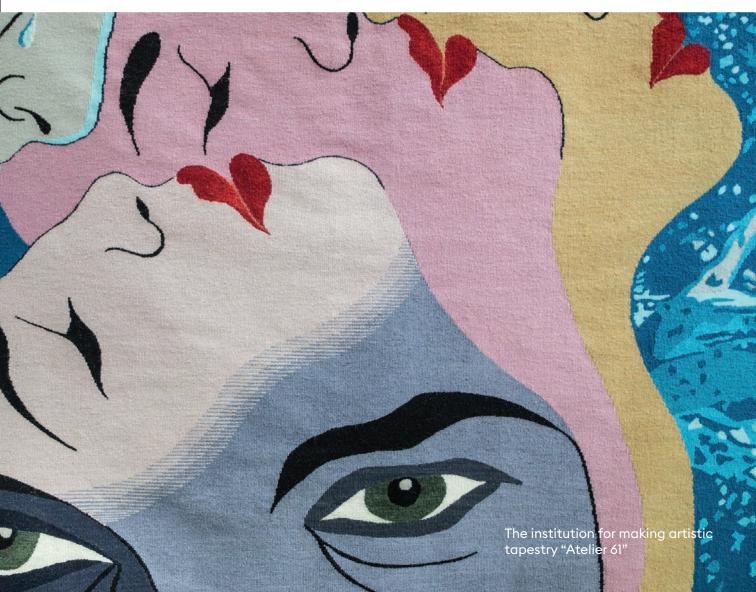
he most beautiful objects from the Roman period found in this area adorn the ancient collection of the Museum of Vojvodina. It's the three gilded Roman parade helmets from the 4th century, one of which is richly decorated with imitations of precious and semi-precious stones. The expensiveness of the workmanship indicates that their owners were prominent military leaders, members of high society and, as symbols of power, they attracted the attention of visitors at guest exhibitions throughout Europe. The Museum of Vojvodina is home to three of out of only about fifteen such helmets in the world, which makes

this collection unique in the world, and in the same time represents the trademark of the museum. As part of the museum's permanent exhibition, the development of human society on the territory of the present day Vojvodina in the continuity of eight thousand years is presented through 6,000 representative exhibits from archaeology, general history, history of art and ethnology. One of its departments is the 1918 Unification Museum, showing the process of joining the Vojvodina regions to Serbia through a collection of historical and artistic artefacts.

Bastions of art and inspiration

nce the main stronghold of the city defenders, the Petrovaradin Fortress is today home to the largest informal artistic colony in the world, and shelters artists of various profiles who have been creating artwork within its walls for more than 70 years. Especially interesting to all fans of artistic expression is the Atelier 61 tapestry making facility with its national collection of tapestries, one of the largest of its kind. Novi Sad imposed itself as a city of culture, and evidence of this can be found in the Gallery Square, named after three galleries that cooperate closely with each other and enrich the cultural life of the city with programmes they create jointly. One of them, the

Gallery of Matica Srpska, with its collection of works of art created from the 16th to the 21st centuries, is one of the richest art museums in Serbia. Visitors can enjoy the rich programme such as expert exhibition interpretations, lectures, promotions of artistic works, screening of art films, talks with artists and workshops for babies, children and young people every day. The industrial zone has seen new life breathed into it with the arrival of modern artistic endeavours, and the sounds of machines were replaced by the inspiration of Novi Sad artists and refurbished old factories into a Creative District.





The magic of aromas, flavours and the region

eminiscent of large white ships, anchored along the sandy banks of the Danube, the chardas (čarda) line up next to each other, famous far and wide for their fish specialties, but also for the wines of the Fruška Gora's vineyard and tradition that dates back to the 3rd century. Another gastronomic pearl of Vojvodina is represented by salashs (salaš). Nested in an infinite plain, they have always attracted visitors with their cosy atmosphere and rich culinary delights, and interesting activities such as kneading gibanica and horseback riding. Food served in the warmth of the farm environment is long remembered and entices you to visit again.





Eight Tamburitza Players from Petrovaradin

"May the tamburitza players from Petrovaradin, accompany me always with song and wine" are lyrics of one of the most beautiful Vojvodina songs, famed for being the "Tamburitza player anthem". A song that was created almost 50 years ago inspired many lovers of the tamburitza music, intoxicating wine and Vojvodina culinary specialties to express that love. The Danube chardas (čarda) thus became famous, as well as many restaurants offering local cuisine with sounds of the tamburitza in the background. One of them was the restaurant "Eight

Tamburitza Players from Petrovaradin" which is part of the cultural and historical heritage of the City of Novi Sad today. The tradition is complete with the "Tamburitza Fest" being held since 2008 without interruption with the aim of affirming tamburitza music and the tamburitza as an instrument. This festival got its home - the Tamburitza Fest Museum, where, with a unique museological exibition, more than two centuries of tamburitza tradition in Vojvodina are included.





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Fruška Gora – Balm for soul and body

nyone who dares to cross the Danube towards Srem is surprised by incredible sights. An unusual oasis of peace, natural beauty and spirituality, embodied in Fruška Gora, a mountain-island in the middle of the Pannonian plain, emerges only 15 kilometers outside the city. Its gentle slopes are covered with vines, its peaks overgrown with forest, and tucked away in the valleys lie the largest Orthodox sanctuaries – the monasteries of the Fruška Gora mountain. Due to

its exceptional natural and cultural values and the need to preserve them, Fruška Gora was declared the first National Park in Serbia in 1960. Whether visited by believers, mountaineers, cyclists, hikers, swimmers, hunters, fishermen, lovers of culture and history, or those who enjoy the charms of thermal mineral waters, this area will, without a doubt, leave a strong impression on everyone and provide them with exactly what they need.

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A scientist who left a mark on the world of science

ileva Marić Einstein is a woman who lived in the shadow of her husband Albert Einstein for a long time, a scientist who marked the world of science with his contribution. However, the degree of her contribution to Einstein's success became known nowadays, as Einstein himself did not hide it. The woman who left a significant mark as a scientist had a special love for Novi Sad, the city in which she decided to baptize her two sons. This is precisely why the Nikolajevska Church is very important today. In addition to the church, the house that her father built in Kisačka street at the beginning of the 20th century, which still attracts

tourists today, is also important for Mileva's life. A multimedia exhibition "Mileva: we are one rock" has been set up in the City Museum of Novi Sad at the Petrovaradin Fortress, which evoked various elements of the biography of this eminent woman. This rare exhibition is a combination of the creative use of state-of-the-art technologies, new media, as well as classic artistic language. In an authentic way, the "Mileva" exhibition introduces visitors to the life story of a woman who was at the same time an outstanding mathematician, a marginalized scientist, a self-sacrificing mother, and the wife of one of the world's greatest minds.







Beauty, ambience, rhythm, youthfulness, joy, tradition and hospitality are a fundamental part of the spirit of Novi Sad, and can be felt throughout the year in the capital of Vojvodina and its immediate and wider surroundings, from the walk around the historical and culturally enriched city core, being introduced to the fortress rising above Danube and the exploration of the natural "lungs" of the whole region, all the way to tasting enological and gastronomic delights.

Novi Sad is also a city that hosts over 200 different events with a little bit of something for everyone, and the seasons are merely an advantage that allows them to be spread evenly.

Spring awakening of the city and the surrounding area

With the middle of March comes the farewell to the winter calendar, and we move onto the one bringing the awakening of nature, but also of new energy, zest, and joy. This is why there are leisure activities waiting for us during these months. All of those who want to keep up with nature can test their shape at the Fruška Gora Marathon being held traditionally in April, and before that, those who are even better prepared have the City Half-Marathon in March. You like bicycles and nature? You can experience the spirit of adventure of "Tour de Fruška" that brings together all generations. The month of May in Novi Sad is reserved for the International Agricultural Fair, an institutional event in new agricultural trends.





A summer mix of culture, art, music and good times

Sunrays on the streets of Novi Sad bring about outdoor events that attract a lot of attention among the locals, but also many visitors to our city. Novi Sad residents are famous for their hospitality and create a welcoming feeling everywhere. And what better welcome is there than by the senses of taste and smell being gratified at the Interfest, a festival that presents the best wines from Serbia and the whole world, with special attention being paid to local wineries hidden behind the brand The Novi Sad wine route.







The youngest residents are not left out either, and the proof are Zmaj Children's games with many creative art programmes for children, as well as children's works.

When the sweltering sun shines, all attention is focused on the Petrovaradin fortress, which has, for more than 20 years, been home to thousands and thousands of visitors to EXIT Festival, eager to experience the good times talked about so often.

Novi Sad is a multicultural and diverse city that hosts the Tamburitza Fest and the Festival of Street Musicians - Gradić Fest which present tradition, culture and artistic freedom and breadth in interesting ways.

The most beautiful autumn colours of nature and culture



Novi Sad imposed itself as a city of culture, and proof for that is the fact that no period can pass without cultural events enriching the slow city vibe. The Kaleidoscope of Culture, Infant, NOMUS and Jazz festival keep the city spirit alive and special throughout the autumn. We already mentioned the well-known Novi Sad hospitality and gastronomy that can be felt even at the beginning of autumn in Liman park, where manufacturers from all over Vojvodina present their products at the Tastes of Vojvodina. After an active spring, another significant event for all lovers of running is held on the streets of the Vojvodina capital. The Novi Sad Marathon traditionally attracts runners who spend the whole season preparing to run a 40-kilometre race. The International Tourist Fair being held at the Novi Sad Fair is there as a closing event of one season and the invitation for another.



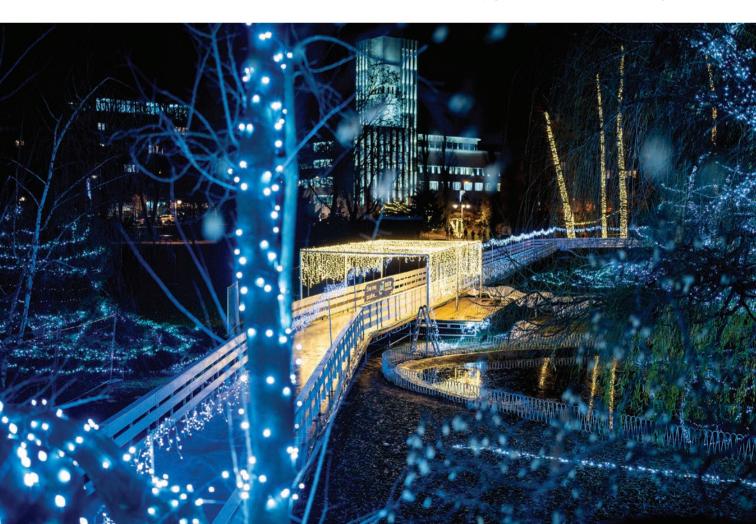


The spirit of Novi Sad's Winter Fantasy

If you wish to visit our city around Christmas and New Year, you will be able to feel the spirit of Novi Sad's Winter Fantasy on the fabulously decorated city streets, where each corner represents an idyllic place to create magical photographs. The winter festivals taking place on the Liberty Square and on the plateau in front of the Promenada mall - the Christmas Markets "Novosadski Zimzolend" and "Christmas Magic" will contribute to the holiday spirit with an abundance of joy, friendships, and smiles. Another site, the Danube Park, is transformed into a large ice rink called "The Ice Forest" with decorative lights on leafless branches that bring all landscapes described in fairy tales to life. For music lovers, there is a traditional Christmas-New Year's Eve classical music concerts, while entering the New Year two times in Novi Sad means being gathered at renowned organised events.



If we tickled your interest in Novi Sad and Fruška Gora even a little bit, you are welcome to explore our suggestions on how to spend each of the 52 weekends of the year in Novi Sad on the website of the Tourism Organisation of the City of Novi Sad (www.novisad.travel), where you can also find all relevant information about upcoming events, accommodation and congress capacities, tourist attractions, cultural institutions and getting to know our city gastronomically and enologically.



Get to know Novi Sad in three days

to remember,

In order to get to know Novi Sad, a city of an open heart and relaxed people, you need more than one day, and therefore, we give you interesting suggestions on how to *feel the spirit of Novi Sad* in the best way.





We suggest that you start exploring the city from Freedom Square (Trg slobode) by visiting the Info Centre of the Tourism Organisation of the City of Novi Sad, where you can get all the necessary information about the tourist offer and events in the city, take brochures and maps, but also see the current exhibition in our area.

The Old Town (Staro gradsko jezgro) of Novi Sad is a kind of an exhibition space, a collage of architectural styles, from baroque to modern. Freedom Square is surrounded by buildings relevant for the history of the city: the City Hall - Magistrate (Gradska kuća – Magistrat), the Roman Catholic Church of the Name of Mary, the Iron Man Palace (Palata Gvozdeni čovek), and the Novi Sad Synagogue is not far away. The old edifices of the central city streets **Zmaj Jovina** and **Dunavska** today are full of cafés, restaurants, souvenir shops, craft shops, bookstores, but also hidden passages where you can feel the relaxed atmosphere that the city exudes. Zmaj Jovina Street ends with the Bishop's Palace, next to which is the Cathedral Church of St. George.

We suggest that you take a break for lunch in one of the restaurants in the city centre, and for the lovers of fish specialties there are fish restaurants (čarde) on both sides of the Danube and on Fisherman's Island.

Visit suggestions:

- The Museum of Vojvodina, the most complex in the province, preserves a large number of objects from the area of Vojvodina, from the Paleolithic age to the 20th century, in three basic collections: archaeological, historical and ethnological.
- The Collection of Foreign Art with its collection of sculptures, classic style furniture and paintings by Italian, Flemish, Dutch and French artists constitutes one of the most extensive foreign art collections in the country.
- Through its permanent exhibition, the Gallery of Matica Srpska takes you on a journey through three centuries of Serbian art from the painting of zografs in the 18th century to the modernism of the 20th century.
- The representative works exhibited in the Pavle Beljanski Memorial Collection provide an excellent insight into the Serbian modern art of the 20th century.
- The Creative District, exuding youthful energy, located in the premises of former factories, is the place where concerts of rock and alternative bands, art exhibitions and bazaars of comic books, records and old objects are organised today.



Petrovaradin Fortress is one of the best-preserved and largest fortresses in Europe. It used to serve for the defence of the Austrian Monarchy, and today its space is refined by art studios, the Museum of the City of Novi Sad, the Institution for Tapestry Manufacture "Atelje 61", the Planetarium, the Academy of Arts, restaurants and cafés.

The Upper Town of the Fortress is dominated by the most recognisable symbol of Novi Sad, the Clock Tower or popularly known as the "Drunken Clock", from where you can enjoy the most beautiful panorama of Novi Sad and the Danube.

At the foot of the fortress is the **Lower Town**, affectionately called "Little Town" (Gradić), a romantic baroque quarter with colourful facades interspersed with narrow streets. The Roman Catholic Church of St. George with its mystical crypt and the vividly painted Serbian Orthodox Church of St. Paul give a special value to the Little Town.

Take a break and indulge in the flavours of Vojvodina cuisine in one of the **restaurants** on the Terrace of the Upper Town of the Fortress, where the tambourine music made famous by Janika Balaž and the orchestra "Eight Tamburitza Players from Petrovaradin" is still cherished today.

Visit suggestions:

- Visit the Museum of the City of Novi Sad, a permanent exhibition and multimedia exhibition about the great scientist Mileva Marić Einstein. On a tour through the Underground Military Galleries, learn about the concept of the fortress defence, which took almost a century to build.
- In Atelier 61 you can see the National collection of tapestries, which is considered one of the most extensive ones in this field. There are also numerous artist studios of the Association "Likovni krug" on the fortress.
- Visit the wineries of the Novi Sad Wine Route, and learn about the tradition of viticulture in small family wineries. Upstream from Novi Sad, there are wineries in Sremska Kamenica (Wine Cellar Šukac), Ledinci (Miljević and Antonijević), Rakovac (Salaksia and Imperator), while on the Bačka's side there are wineries in Begeč (Vojnović).
- Feel the spirit of the plains and past times at one of the Čenej salaš farms with the sounds of the tambouritza and Vojvodina specialties. Take a carriage ride or simply relax in the shade of the century-old trees.



Sremski Karlovci, Vrdnik, numerous picnic areas, lakes and hiking trails on Fruška Gora, as well as the monastery complex of the Serbian Orthodox Church, offer numerous opportunities for a meaningful excursion. You will find two suggestions for the day three below, and it's up to you to choose the one you like best.

Suggestion no. 1 Sremski Karlovci and its surroundings

Downstream from Novi Sad, on the eastern slopes of Fruška Gora, lies **Sremski Karlovci**, a fairytale town of a long-standing cultural and spiritual centre of Serbs in Hungary (Austria-Hungary).

A tour of Sremski Karlovci takes about two hours of leisurely walking. Theological High School, Patriarchate Court, Orthodox Cathedral of St. Nicholas, the "Four Lions" fountain, the Karlovci Grammar School and the Chapel of Peace are recognisable symbols of this city.

The aromatic dessert wine Bermet made Karlovci winemakers famous. In numerous wineries downtown and in the Karlovačkog Mira Street, you can taste the wines of this region.

Visit suggestions:

- Climb the Donkey Hill (Magarčev breg), on the top of which is the Duško's Viewpoint (Duškov vidikovac), and enjoy the panorama of Sremski Karlovci.
- The Museum of Beekeeping is a famous place in Karlovci that, in addition to excellent wines and honey, preserves traces of the history of the development of winemaking and beekeeping.
- On the banks of the Danube, you can enjoy one of the restaurants or go sailing on a catamaran.
- There are three monasteries from the 16th century in the vicinity: Krušedol, Grgeteg and Velika Remeta, as well as the Stražilovo picnic site with a monument to the poet Branko Radičević.

Suggestion no. 2 Vrdnik and its surroundings

Banja Vrdnik offers various facilities and opportunities to enjoy the thermal water of the spa and wellness centres. The walls of the **Vrdnik Tower** above the city, the remains of a former fortification, are a favourite place for numerous travellers. **The Vrdnik Ravanica Monastery**, founded in the 16th century, is located in the village itself. There is a monument to the poet Milica Stojadinović Srpkinja at the monastery entrance.

Numerous picnic spots, monuments and sights of the anti-fascist struggle in the Second World War are located along the **Partisan Road** connecting Banstol, on the east side, and Vizić and Neštin, on the west side of Fruška Gora.



Visit suggestions:

- Visit the impressive Freedom Monument at the popular picnic area Iriški Venac, with the figure of a woman on top of the obelisk, which is dedicated to the struggle for freedom of the people of this region.
- Numerous hiking trails start from Iriški Venac, and the educational and fitness trails are ideal for a leisurely walk for people of all ages.
- After hiking, you can rest and satisfy your hunger in the "Restoran na Vencu", restaurant surrounded by greenery with numerous grilled dishes and game specialties. Not far from there, on the road to the Novo and Staro Hopovo monasteries, there is the restaurant "Fruškogorska lugarnica", as well as the Kovačević Winery.
- For those who want to replace the city with the forest for a few days, without being deprived of many comforts, they can choose the nearby hotel Norcev for their stay.

EXPLORE FRUŠKA GORA AND NOVI SAD

DIGITAL MAP OF FRUŠKA GORA AND NOVI SAD



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Don't try to understand it, feel it.

TOURISM ORGANISATION OF THE CITY OF NOVI SAD



