

*Springtime in Belgrade!*



# BELGRADE IRISH FEST

**2021**

*9<sup>th</sup> EDITION*  
12.-21. MARCH

PRESS, ATTENDANCE AND MEDIA

# REPORT

# 9<sup>th</sup> BIF (2021) Director's Report

## Flying through a (Covid) storm

The 9th Belgrade Irish Festival took place between the 12<sup>th</sup> and 21<sup>st</sup> of March against an uncertain background caused by renewed public health restrictions in Serbia and elsewhere around Europe, in March 2021.

International travel restrictions impacted the capacity of both international visitors to attend the annual Belgrade Irish Festival and also restricted Irish artists' attendance in person, thereby negatively impacting program awareness with local audiences.

While the program was a hybrid edition, incorporating online and outdoor activities into the more usual indoor events, the Government of Serbia's introduction (before and during the program) of increasingly stricter public health measures had the effect of further dampening interest and attendance!

In the midst of these changes, it was with good fortune that the program got off the ground with a socially distanced opening night (photography exhibition and the start of screenings of the works of Samuel Beckett on film) at Parobrod Cultural Centre on the 12th March.

The full program was eventually able to take place, albeit over a longer period ending a week later than scheduled on the 28th of March, with several last minute changes to the program schedule, only a few cancellations and aided by the use of emergency communications!

What are we to make of these efforts and outcomes? Like many things we are going through these days, we will only really be able to say with certainty sometime in the future; what these events really meant and what impact they had?

In the meantime, I believe we were among the first *out of the traps* and for a while led the field out of the cultural void (and new norm?), and cheered on by others, who through our example dared to dream again of cultural manifestations they once took for granted.

Despite an increasingly uphill task implementing the 2021 program, it was satisfying to find that it was possible as well as experience new and exciting possibilities born out of necessity.

Finally, after the cancellation of the previous program one day before production (in March 2020) and a hovering threat to the very existence of the Belgrade Irish Festival (which was founded in 2013 to share cultural links between Ireland and Serbia), in the end it was of value and importance to successfully fight for the life and soul of the (9th) Belgrade Irish Festival in the face of Covid -19 adversity...

Finally, the 9th Belgrade Irish Festival was possible due to the confidence of our partners whose support and understanding was decisive in the successful implementation of the Belgrade Irish Festival. Thank you once again!



Jas Kaminski  
Festival Director

# 9 BIF (2021) Izveštaj direktora

## Let kroz (Covid) oluju

**D**evedi Beogradski irski festival održan je od 12. – 21. marta uz brojne prepreke izazvane ponovo uvedenim zdravstvenim mera koje su bile na snazi tokom marta 2021. godine u Srbiji, Evropi i svetu.

Ograničenja u međunarodnom saobraćaju takođe su onemogućila učešće posetioца iz inostranstva na ovogodišnjem BIF-u, kao i gostovanja poznatih ličnosti iz Irskog na devetom Beogradskom irskom festivalu, koji su ranije uvek privlačili pažnju i prisustvo publike na festivalske događaje.

Iako je ovogodišnji hibridni program u većoj meri obuhvatao događaje koji su se održavali onlajn i napolju, u odnosu na uobičajene događaje unutra, uvođenje strožijih mera Vlade Srbije neposredno pre i tokom trajanja programa, dodatno je oslabilo interesovanje i posećenost.

Usred svega ovoga, uspeli smo uz malo sreće da ipak organizujemo otvaranje festivala uz sve mere opreza, (otvaranje izložbe fotografija i početak projekcija radova Semjuela Beketa) u Parobrodu 12. marta

Na kraju, uspeli smo da održimo ceo planirani program, iako tokom dužeg perioda nego što je planirano, budući da je završen 28. marta, sedam dana nakon naznačenog datuma, a uz implementaciju hitnih obaveštenja i promena u poslednji čas.

Šta možemo da kažemo u pogledu naših napora i rezultata? Kao i svi ostali, i sami prolazimo kroz ova vremena, a verovatno ćemo tek u budućnosti moći da sagledamo pravi značaj naših nastojanja kao i to kakav uticaj su imala.

U međuvremenu, verujem da smo bili među prvima koji su se usudili da u datim okolnostima nastave sa radom i na kratko popune prazninu u kulturnom životu, daju primer novih praksi, a sve uz podršku svih onih koji su se i sami usudili da ponovo maštaju o budućnosti koju smo do sada uzimali zdravo za gotovo.

Uprkos sve težim zadacima pred nama, otkriće da su, uz promene i inovacije, neke stvari još uvek moguće, donelo nam veliko zadovoljstvo. Iskusili smo trenutke kreativnosti pod pritiskom i otvorili vrata novih i uzbudljivih mogućnosti.

Konačno, nakon otkazivanja celokupnog prošlogodišnjeg programa dan pre otvaranja festivala (u martu 2020) i pretnje opstanka Beogradskog irskog festivala, (kao i mnogih drugih kulturnih manifestacija) koji je osnovan 2013 godine radi razmene kulturnih veza između dva naroda sa keltskim nasleđem na različitim krajevima evropskog geografskog prostora, mogu samo da kažem da mi je bila čast da se izborim za održavanje devetog BIF-a, uprkos trajnim teškoćama.

To je, iznad svega, bilo moguće samo zahvaljujući našim partnerima čije su poverenje i podrška su učinili mogućim održavanje festivala tokom ove teške godine. Hvala još jednom.



Jas Kaminski  
Festival Director

# Highlights

12<sup>th</sup> to 21<sup>th</sup> March,

extended to 28<sup>th</sup> March

**F**ollowing a year's absence (through the program cancellation in 2020), a 10 day multidisciplinary - covid-sensitive - Irish arts program was successfully implemented in difficult conditions throughout Belgrade city centre.

25 thousand people viewed the open air exhibition, The Great Book Of Ireland, along the popular and beautiful riverside location at Sava Promenada between the 12 March and the 20 April 2021.

Six events and interviews streamed and available online for the first time including participation by poet **Theo Dorgan** and actress **Olwen Fourré**.

A total of 72 media reports over a one month period covering the festival program:

**6 reports in print media**

**10 reports in electronic media**

**(6 TV reports and 4 radio reports)**

**56 reports in Internet media**

First time **online screening platform** deployed with a 3 day film program, complimenting two other film streams (in auditoria settings); the latter which were largely rescheduled due to restrictions imposed at indoor venues.

**7th illumination of Belgrade** (16 and 17th March) with high profile structures going green, drawing attention to Ireland, St Patrick's Day and Irish culture in Serbia

**Social media highlights** include Facebook having more than a 1000% increase in reach, while Instagram had a 164.7% increase in reach through the following online activities (between the 14 February to the 28th March).

**70 Facebook posts**  
**3 Facebook events**  
**57 Instagram posts**  
**5 highlights categories**  
**50 stories**  
**A story quiz**  
**3 videos**

**The Festival website** saw visits increase by 1,700 and total page views increase 9,500, leading to a total of 3030 visits to the site during February and March while total page views were 12,680 during the same period.

Website traffic came from 51 countries during this period, but most traffic came from Serbia, the US Ireland, Israel and Great Britain. The top five pages visited included the Program page, About the Festival page, Film Program, Beckett and theatre pages. Most views came from handheld mobile devices (81%); desktop 19%....

**Flexible contingency measures and emergency communications** successfully deployed in the face of increasingly restrictive public health measures introduced by the Government before and during the 2021 Festival program.

# Ključne tačke

12 - 21 mart,

produžen do 28 marta

**N**akon prošlogodišnjeg odsustva (usled otkazivanja 2020) desetodnevni, multidisciplinarni, covid - senzitivni program irske umetnosti, sa uspehom je održan uprkos teškim okolnostima, na različitim beogradskim centralnim lokacijama.

Dvadeset pet hiljada ljudi je video izložbu na otvorenom "Velika knjiga Irske", duž popularnog i veoma lepog šetališta Sava Promenada u periodu od 12. marta do 20. aprila 2021.

Šest događaja i intervju su objavljeni i dostupni onlajn po prvi put, uključujući razgovore sa pesnikom **Theo Dorgan** i glumicom **Olwen Fourré**.

Ukupno 72 medijska izveštaja tokom jednomesečnog izveštavanja o programu festivala:

**6 izveštaja u štampanim medijima**  
**10 izveštaja u elektronskim medijima** (6 TV izveštaja i 4 radio izveštaja)  
**56 izveštaja u internet medijima**

Prvi put smo imali trodnevni **onlajn filmski program** koji je nadopunjavao druga dva bioskopska filmska programa, koja su bila većim delom odložena zbog uvođenja novih restrikcija za bioskope i pozorišta.

Sedmi put smo obeležili **Dan svetog Patrika** i irske kulture u Srbiji (16. i 17.mart), zelenim osvetljavanjem najznačajnijih gradskih struktura.

Na društvenim mrežama smo imali više od 1000% povećanje riča, dok je Instagram zabeležio 164.7% povećanje riča kroz sledeće onlajn aktivnosti (period od 14.februara do 28 marta)

**70 Facebook postova**  
**3 Facebook događaja**  
**57 Instagram postova**  
**5 highlights kategorija**  
**50 storija**  
**Stori kviz**  
**3 videa**

**Vebsajt festivala** je zabeležio porast poseta od još 1700 posetioca, a ukupan broj pregleda je veći za 9500, što je dovelo do ukupno 3030 poseta tokom februara i marta, dok je ukupan broj pregleda stranica 12 680 za isti period.

Saobraćaj je dolazio iz 51 zemlje tokom ovog perioda, ali najvećim delom iz Srbije, SAD, Irske, Izraela i Velike Britanije. Top pet najposećenijih stranica su stranica Programa, stranica O festivalu, Filmski program, stranica posvećena Beckettu i stranica o pozorištu. Pregledi su najvećim delom stizali sa mobilnog uređaja (81%) a zatim sa desktop-a 19%.

**Fleksibilne mere za nepredviđene situacije i hitna obaveštenja** uspešno su prebrodile izazove uvođenja novih restriktivnih anti-covid mera Vlade Srbije neposredno pre i tokom programa Festivala 2021.

# Events



## OPENING NIGHT AND PHOTOGRAPHY EXHIBITION, 12. - 20. MARCH

The 9th Belgrade Irish Festival (BIF) opened on the 12th March 2020 with an exhibition of the works of locally based Irish Photographer Dean Coady at Parobrod Cultural Centre. This covid restricted event was attended by around 50 people and refreshments were provided by Guinness, Raj Wines and Jameson Irish Whiskey. Unfortunately, the exhibition was forced close the following week due to the introduction of government restrictions at indoor venues!

## OTVARANJE FESTIVALA I IZLOZBA FOTOGRAFIJA, 12. - 20. MART

Deveti Beogradski irski festival (BIF) otvoren je 12. marta 2021. izložbom fotografija irskog fotografa sa beogradskom adresom, Dean Coady-ja u Kulturnom centru Parobrod. Uz poštovanje anticovid mera, na otvaranju je prisustvovalo oko 50 posjetioca, a osveženje su obezbedili Guinness, Raj Wines and Jameson Irish Whiskey. Zbog Vladinih mera, izložba je nažalost zatvorena nakon sedam dana.



## GREAT BOOK OF IRELAND EXHIBITION. 13 MARCH - 20 APRIL

The Great book of Ireland Exhibition was open to the public for approximately 6 weeks at the popular and attractive riverside location at Sava Promenada between the 13th March and the 20th April. This unique and dramatic 'illuminated' book exhibition captured the attention of the media, which covered the exhibition widely, and the general public of which some 25,000 people is estimated to have viewed the exhibition.

## VELIKA KNJIGA IRSKE, IZLOŽBA 13. MART - 20. APRIL

Velika knjiga Irske je bila otvorena za javnost tokom približno šest sedmica na popularnom i veoma posećenom Savskom šetalištu, od 13. marta do 20. aprila. Ova jedinstvena i uzbudljiva iluminirana knjiga privukla je pažnju kako medija tako i publike, a procenjuje se da da je izložbu video o 25 000 ljudi.

# Events



## BELGRADE CITY CENTRE ILLUMINATION, 16<sup>th</sup> AND 17<sup>th</sup> MARCH.

In coordination with Belgrade City Council, Tourism Office Belgrade and Tourism Ireland, several significant city centre structures were impressively illuminated in green for St Patrick's Day (for the seventh year), along with illuminations in numerous countries and cities around the globe on the 17th March.

## OZELENJAVANJE CENTRA BEOGRADA 16.-17. MART

U saradnji sa Skupštinom grada, Turističkom organizacijom Beograda i Tourism Ireland, nekoliko značajnih struktura u centru Beograda je osvetljeno zelenom bojom za Dan svetog Patrika (po sedmi put), pridružujući se brojnim gradovima širom sveta u obeležavanju 17. marta.



## FILM PROGRAM(S) 12- 28<sup>TH</sup> MARCH

Working alongside Irish Film International, BIF introduced an online film program for local audiences to watch Irish films online. Seven days of screenings of Irish movies and documentaries were also projected at Kinoteka. Due to the introduction of Government restrictions at the time of the screenings, most of the Kinoteka screenings were postponed for one week, while the screenings of Beckett on Film were cancelled altogether. Unfortunately, these changes/restrictions occurred during a renewed public health & safety campaign which dampened attendance at screenings and other, similar, indoor events at the time.

## LIVE STREAMS

Live Stream events with Theo Dorgan (The Great Book of Ireland Exhibition and documentary) and Olwen Fourré (Sea Fever) and other events connected to the program were pre-recorded, steamed and later uploaded to the Festival website.

## PROJEKCIJE UŽIVO

Live Stream događaji sa pesnikom Theo Dorganom (Velika Knjiga Irske izložba i dokumentarac) i glumicom Olwen Fourré (Morska groznica),

## FILMSKI PROGRAM(I) 12.- 28. MART

U saradnji sa Irskim filmskim institutom, BIF je ove godine uveo online filmski program za lokalnu publiku. Tokom sedam dana, irskiigrani i dokumentarni filmovi su bili prikazivani i u Kinoteci. Usled Vladinih mera uvedenih tokom trajanja filmskog programa, najveći deo projekcija je odložen za jednu sedmicu, dok je prikazivanje programa Beckett na filmu u potpunosti otkazano. Nažalost, ove promene i restrikcije koje su bile u centru ponovljene državne kampanje za očuvanje javnog zdravlja, očekivano su umanjile odaziv publike na ovim projekcijama i drugim događajima koji su se održavali u zatvorenom prostoru.



kao i drugi događaji vezani za festival su prethodno snimljeni a zatim postavljeni na vefsajt festivala.

# Events



## SEAMUS HEANEY DOCUMENTARY FILM AND TALK

A Talk and separate questions and answer session following a documentary screening of Seamus Heaney was given by a local translator of Seamus Heaney's late poetry Stefan Pajović.



## THEATRE

Two performances of the iconic Irish play, Disco Pigs were performed by a local theatre company which was well attended at a covid sensitive setting at Parobrod Cultural Centre in Dorcol in the centre of Belgrade.

## SEAMUS HEANEY DOKUMENTARNI FILM I RAZGOVOR

Nakon projekcije dokumentarnog filma o Šejmu Hiniju, održan je razgovor (kao i naknadno snimljen razgovor) sa prevodiocem Hinijeve poezije na srpski jezik, Stefanom Pajovićem.

## POZORIŠTE

Dva veoma posećena izvođenja kultne irske predstave Disco Pigs odigrala je lokalna pozorišna trupa u Kulturnom centru Parobrod na Dorčolu u centru Beograda.



## BILJANA VUKOVIĆ

### PRINT / WATERCOLOUR EXHIBITION

A Print/watercolour Exhibition of the works of the well known Serbian printmaker Biljana Vukovic from the monastic site of Studenića and opened a week later (due to government restrictions at indoor events) then planned at the Belgrade Art Gallery in the city centre.

## BILJANA VUKOVIĆ

### IZLOŽBA PRINTOVA / AKVARELA

U umetničkoj galeriji Beograd, sa datumom pomerenim za jednu sedmicu, usled pandemijskih mera Vlade Srbije, otvorena je izložba radova poznate Srpske umetnice Biljane Vuković, inspirisana boravkom u okolini manastira Studenica.

# PRESS & MEDIA REPORT 9<sup>th</sup> BELGRADE IRISH FESTIVAL

This year's Belgrade Irish Festival Media Campaign was organized with the intention of maintaining continuity of the festival within the context of the current (Covid 19 pandemic) circumstances, encourage audiences and fans to follow festival events as a sort of a 'therapy and escape' from everyday pressures.

The festival program was thoroughly adjusted to the Serbian Government's crisis response team and anti-Covid measures with most events in 2021 taking place either online or at open air venues; while some indoor events had to be changed, postponed or cancelled – such as film and theatre performances - due to the belated introduction of Government's measures.

Having in mind that during the festival we had to switch to so called crisis PR, we are incredibly pleased with the audience response, which just confirmed that we managed to send a socially responsible message and that culture is still necessary part of everyday living.

We succeeded in covering a wide range of audiences, ranging from urban websites such as Headliner and Balkanrock, to mainstream media ((Blic, Novosti, Kurir, Telegraf, Nedeljnik etc) and finally, national

services (Radio Beograd, radio 202, RTS). Apart from this, BIF events were also covered by BBC, Radio Sputnik, b92 and Tanjug, as well as tabloids such as Informer, Alo, Story i Happy TV. Links to all our media announcements/coverage can be found in separate folders and at our online archive. The end result is a fascinating

## 72 MEDIA REPORTS: **Print media 6 Television reports 6 Radio reports 4 Internet media 56**

mix of classic and commercial media that managed to share information about our festival and reach maximum number of readers, listeners and viewers in Serbia, region and abroad. We are incredibly proud of the success of this year's festival, taking place under extremely difficult circumstances and held by the general public as one of the most important cultural manifestations in Belgrade this spring.

Jadranka Janković

# PRESS & MEDIA IZVEŠTAJ ZA 9. BEOGRADSKI IRSKI FESTIVAL

Ovogodišnji Beogradski Irski Festival održan je sa namerom da se nastavi kontinuitet festivala (uprkos okolnostima usled Covid pandemije) i ohrabre publike i fanovi da prate sadržaj festivala kao svojevrsnu "hranu za glavu" i vrstu eskapizma usled novonastalih životnih okolnosti.

Program je maksimalno prilagođen pravilima Kriznog štaba i merama Vlade Republike Srbije povodom epidemiološke situacije, no iako sveden na online i program na otvorenom prostoru, i on je morao da trpi određene promene – usled nepovoljne epidemiološke situacije u Srbiji, bili smo prinuđeni da filmski i pozorišni program pomerimo za nedelju dana kasnije, a u skladu sa propisanim merama Vlade Republike Srbije.

S obzirom da smo, tokom same manifestacije, morali da pređemo na tzv. krizni PR, izuzetno smo zadovoljni odzivom publike i medija, koji je potvrđio da smo uspeli da pošaljemo društveno odgovornu poruku i još jednom dokažemo da je kultura neophodan činilac svakodnevnog života.

U attachu imate linkove svih objava u medijima – uspeli smo da pokrijemo širok dijapazon istih – od urbanih sajtova kao što su Headliner i Balkanrock, preko mainstream medija (Blic, Novosti, Kurir, Telegraf, Nedeljnik itd) pa do nacionalnog servisa (Radio Beograd, radio 202, RTS). Kada tome dodate BBC, Radio Sputnik, b92 i Tanjug i tabloidne medije kao što su Informer, Alo, Story i Happy TV, dobijete fascinantni mix klasičnih i komercijalnih medija, koji je uspeo da plasira informacije vezane za naš festival maksimalnom broju čitalaca, slušalaca i gledalaca u Srbiji, regionu i dijaspori.

## 72 MEDIJSKA IZVEŠTAJA: **Štampani mediji 6 Televizijski izveštaji 6 Radio izveštaji 4 Internet mediji 56**

Izuzetno smo ponosni na uspeh ovogodišnjeg festivala jer je isti održan u vanrednim okolnostima i, po mišljenju medija i kolega, bio jedna od najznačajnijih kulturnih manifestacija prestonice ovog proleća.

Jadranka Janković

# BELGRADE IRISH FESTIVAL 2021 SOCIAL MEDIA REPORT

## GOALS

Revive Social Media channels  
Facebook and Instagram  
and create consistent  
communication  
Promote events  
Create appropriate visuals,  
copy and editorial plan  
Capture Audiences' Attention



Facebook & Instagram Reach  
Comparing to previous period,  
both Facebook and Instagram  
made a significant improvement.  
Facebook had more than  
1000% increased reach, while  
Instagram had 164.7% reach.

## MOST ENGAGING CONTENT

Top 5 most engaging content  
on BIF Social Media pages were:

- Stefan Pajović's Heaney lecture
- Disco Pigs play
- St. Patrick's Day
- Photo contest
- the greeting post

## WHAT WE DID

- 70 Facebook posts
- 3 Facebook events
- 57 Instagram posts
- 5 highlights categories
- 50 stories
- A story quiz
- 3 videos for FVC Facebook group

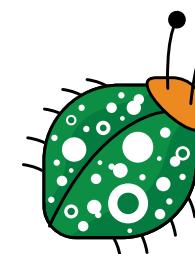
## KEY ACHIEVEMENTS

- Both Facebook and Instagram made a significant advances reaching and informing audiences about program events.
- Successful improvement of social media channels reach by more than 150% (Insta) and 1000% (fb)
  - Uplifted engagement with the community via regular posting and communication through stories, DM's and relevant Social Media groups
  - Spreading the message about festival on a daily basis
  - Connecting with several media and their coverage due to regular Social Media activity



## BIF SOCIAL MEDIA AUDIENCE

During the agreed period, BIF accounts reached mostly female audience, age 25-44 from Belgrade. They were more ongoing and engaged in reactions to postings and participation on both stories and DM's.



## BIF PARTNERSHIP COMMUNICATION

For the purpose of sharing partnership and media agreements, we used a template with all partner logos on posts and Video clips, and in feeds and story tagging, as well as adding locations where applicable. This way, we ensured clear communication of their support.

Ivana Cirković, Kickstart.rs



THE GREAT BOOK OF IRELAND



DEAN COADY



THEO DORGAN



ILLUMINATION



BECKETT NA FILMU



DISCO PIGS

## WEBSITE

The Festival website saw Visits increase by 1,700 and total Page Views increase by 9,500, leading to a total of 3030 visits to the site during February and March while total page views were 12,680 during the same period.

Traffic came from 51 countries during this period, but most traffic came from Serbia, the US and Ireland. The top five pages visited included the Program page, About the Festival page, Film Program, Beckett and theatre pages. Most views came from handheld mobile devices (81%); desktop 19%.

## VEBSAJT

Vebsajt festivala je zabeležio porast poseta od još 1700 posetioca, a ukupan broj pregleda je veći za 9500, što je dovelo do ukupno 3030 poseta tokom februara i marta, dok je ukupan broj pregleda stranica 12 680 za isti period.

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POČETNA

BIF 2021

BIF 2021 PROGRAM

ARHIVA

KONTAKT

ENGLISH VERSION



## AKTUELNOSTI



FOTO TAKMIČENJE



Festival Opening, Parobrod, 12 March



Belgrade Illumination, Slavija Fountain, 16 & 17 March



The Great Book of Ireland Exhibition, Sava Promenada, March - April



Ann Pešić & Dean Coady, Photography Exhibiton opening, Parobrod, 12 March



Photography Exhibiton opening, Parobrod, 12 March



The Great Book of Ireland Exhibition, Sava Promenada



Festival Opening, Parobrod, 12 March



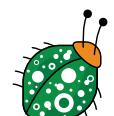
Belgrade Illumination, Palace of Albania



Marjan Vujović, Film Program opening, Kinoteka



Festival Opening, Parobrod, 12 March



Pre recorded streaming with Olwen Fourréé



Belgrade Illumination, Brankov Bridge, 16 & 17 March



The Great Book of Ireland Exhibition, Sava Promenada, March - April



Festival Opening, Parobrod, 12 March



Belgrade Illumination, Clavna Pošta, 16 & 17 March



Stefan Pajović - Seamus Heaney talk, 23 March

# DESIGNED MATERIALS



Instagram Stories



Great Book of Ireland exhibition



Instagram Photo Competition



Print passes for events

Instagram Posts



Youtube interview title cards



Print tickets for events



Dorđe Ilić - instagram @djordjeordje





БАРЛАМ ЈУНКЕР  
BARAKA



designed by:



#ЕУ  
ЗА ТЕБЕ



Cultur Eireann  
Culture Ireland



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