



NUŠIĆIJADA – FESTIVAL OF LAUGHTER, FUN, FILM COMEDY AND HUMOUR MORE THAN A GAME

How can one be special and create a modern and attractive event based on tradition? The answer to this question was best answered by the people gathered around the KUDES citizens' association. Building on the authentic ambience of the city, making a link with the cult TV series "More Than a Game" and devoting the festival to a great Serbian comedy writer who used to send his literary heroes to Ivanjica as punishment, is a bold, creative and successful scenario that brought Nušićijada back among the top tourist events in Serbia in just a few years.

Ivanjica lives with the festival in the full sense of the word. Nušićijada is not an isolated event that takes place within the circle of organisers and guests. Rather, all of the city's taverns and coffee shops are decorated with flags depicting Branislav Nušić and all of them play the old urban music and some selected folk songs. Music is just one of the ingredients of an atmosphere that creates good vibrations and

the ambience of an old Serbian town. Walking the streets of Ivanjica are the girls, women, young and middle-aged men, girls and boys dressed in costumes of the old civic Serbia. Lace and straw hats walk down the promenade, as do bowler hats and top hats, a boy with a baseball cap and a "shotgun", girls in petticoats and silk ribbons... In the evening, when the programme commences on the square's "Round

corner" stage, the street is so crowded that you cannot pass by. People break through, touch and pass in a colourful mix of time present and time past, reviving the old provincial ambience. The programme on stage is conducted by an actor in the role of Branislav Nušić – sporting a moustache, dressed in a black tuxedo and wearing a top hat and a rod, he is reminiscent of the famous Serbian playwright.



HISTORY OF THE FESTIVAL

According to Miloje Ostojić from the Tourist Organisation of Ivanjica, Nušićijada was created from a tourist and entertainment event called "September in Ivanjica". It took place in 1967 and, apart from its "Little Fair" and music programme, it showed a review of domestic films based on Nušić's comedies. The very next year saw the event renamed "Nušićijada" and it became one of the most popular events in the former Yugoslavia. Suddenly, without any ban and with the silent consent of the then organisers, it was discontinued in 1972. It is believed that the main reason was an ideological "showdown" of the then communists with the values of civic Serbia that Nušićijada shyly promoted.

The festival was resurrected three years ago and managed to attract the attention of almost 30,000 visitors. In 2011 Nušićijada won the prestigious Tourist Flower Award, which is awarded by the Tourist Organisation of Serbia in the category of "special events in promoting tourism", as well as the first prize in the "Tourism puzzle", presented as part of the "Meetings of the organisers of tourist events".

TO BE SEEN FOR IVANJICA

The real Branislav Nušić never visited Ivanjica, which is one of the paradoxes of this town that also gained its own railway station building long ago, even though the railroad never reached the town. The fact that he never set foot in Ivanjica did not prevent Nušić from sending his characters there, usually for punishment. As Živka, the main heroine of one of his best-known comedies, The Minister's Wife, warns her son-in-law Čeda: "...I'll show you who the Minister's wife is. You are doomed; you are seen for Ivanjica!" This is an iconic sentence of Nušićijada, which is displayed on almost every festival souvenir. This play of words shows the spirit and ingenuity of the creators of Nušićijada –

from the original meaning, in which Ivanjica was synonymous with a nowhere town and the end of a cleric's career, the slogan "to be seen for Ivanjica" turned into a call that means it is an honour to come and an honour to be seen there.

THE SECOND MOST IMPORTANT THING

The sense for the creative "mixing" of fiction and real life events gave this year's Nušićijada new content. The underlying theme was the celebration of the centennial of local football club FK Javor. The real jubilee is interwoven with the story from the screenplay of the cult television series "More Than a Game," which was broadcast in the 1980s and was partly filmed in Ivanjica. The topic of the series "More Than a Game" was the political situation of Serbia in the period from 1931 until the outbreak of WWII in 1941. The characters and events in the fictional small town are vividly described, while relationships are seen through the prism of the ideological rivalry of the two opposing football teams.

In honour of FK Javor and the celluloid clubs "Građanski" and "Radnički" (Serbian for "Citizens" and "Workers" respectively), a parade marked the opening of this year's festival, after which an honorary match called "More than a Game" was played at the stadium. The trademarks of the festival were an old-fashioned football boot and a Dandy shoe. The permanent guest of honour at Nušićijada is actor Petar Božović, the hero of the series "More than a Game". In addition to having played a show at the "Funny evening" at the Cultural Centre, he was also seen sitting in a tavern called "At Bankrupt". Ivanjica's real tavern was named after a tavern from the TV series, showing that fiction and reality continue to be intertwined.

■ JELENA TASIĆ
MILENA MIHALJIĆ
Photographs: Tourist Organization of Ivanjica & DRAGAN BOSNIĆ

TOWN AS A FILM BACKDROP

"More than a Game", written by Slobodan Stojanović and directed by Zdravko Šotra, is one of the most watched TV shows in Serbia. Shot in 1976 in Ivanjica and Veliko Gradište, this is the story of Gradina, a fictional small town in Serbia in the period from 1931 to 1941, whose special characteristic is the rivalry between two football clubs – FK Građanski (Citizens FC) and FK Radnički (Workers FC) – whose rivalry was "more than a game": it was here that films were shot like A man from the oak trees, District spy, Užice Republic, Prune juice, Berlin coat, Wheels, The last act – catching Draža Mihajlović. This is why Ivanjica was known during one period as "Little Hollywood".

Nušić in Ivanjica





NUŠIĆIJADA - FESTIVAL SMEHA, ZABAVE, FILMSKE KOMEDIJE I HUMORA

VIŠE OD IGRE

Kako biti poseban, kako na potki tradicije stvoriti savremen i privlačan događaj? Na ovo pitanje su sa najvišom ocenom odgovorili ljudi okupljeni oko udruženja građana KUDES. Nadovezujući se na autentičan ambijent grada, praveći kopču sa kulturnom TV serijom „Više od igre“ i posvećujući festival velikom srpskom komediografu koji je svoje literarne junake u Ivanjicu slao po kazni hrabar je, kreativan i uspeli scenario koji je Nušićijadu za samo nekoliko godina doveo u sam vrh turističkih manifestacija Srbije.

Ivanjica u punom smislu reči živi sa Festivalom. Nušićijada nije neki izolovan događaj u krugu organizatora i zvanica. Sve gradske kafane i kafići okićeni su zastavicama sa likom Branislava Nušića i svi do jednog puštaju starogradsku i probranu narodnu muziku. Muzika je samo jedan od sastojaka štimunga koji vaja atmosferu stare srpske varoši. Ulicama Ivanjice šetaju devojke, žene, mladići, sredovečni ljudi, devojčice i dečaci odeveni u kostim stare građanske Srbije. Korzoom promiču čipkani i slameni šeširi, cilindri i polucilindri, dečkić s kačketom i pumparicama, devojčice sa žiponima, karnerima i svilenim mašnama... U večernjim satima, kada počinje program na trgu na kojem je postavljena pozornica nazvana „Okruglo

pa na čoše“, ulicom više ne može da se prolazi. Ljudi se probijaju, dotiču i mimoilaze u živopisnoj mešavini vremena sadašnjeg i oživljenog starog varoškog veka. Program na pozornici vodi glumac u ulozu Branislava Nušića, ima brkove, odeven je u crni frak, nosi cilindar i štap, i likom veoma podseća na slavnog srpskog komediografa.

SMISAO VIĐENJA U IVANJICI

Stvarni Branislav Nušić nikad nije bio u Ivanjici, što je jedan od paradoksa ove varoši koja je davno dobila zgradu železničke stanice iako do nje pruga nikada nije stigla. To što sam nikad nije kročio u Ivanjicu Nušiću nije smetalo da u nju šalje svoje likove, najčešće po kazni. Upozorenje Živke, glavne

GRAD KAO FILMSKA KULISA

„Više od igre“, scenariste Slobodana Stojanovića i reditelja Zdravka Šotre, jedna je od najgledanijih TV serija u Srbiji. Snimljena je 1976. u Ivanjici i Velikom Gradištu. To je priča o Gradini, izmišljenoj varošici u Srbiji tokom 1931–1941, čiji poseban deo čini rivalstvo između dva fudbalska kluba – „Građanskog“ i „Radničkog“, čije je nadmetanje bilo i „više od igre“. U Ivanjici su snimljeni i filmovi „Čovek iz hrastove šume“, „Sreski špijun“, „Uzička republika“, „Sok od šljiva“, „Berlin kaput“, „Točkovi“, „Poslednji čin – hvatanje Draže Mihailovića“, pa je Ivanjica jedno vreme bila poznata i kao „mali Holivud“.



junakinje jedne od njegovih najpoznatijih komedija „Gospođa ministarka“, zetu Čedi: „...ne bila ko sam ako ti ne odeš na viđenje u Ivanjicu“ – ima status kulturne rečenice Nušćijade, koja se u obradi koristi gotovo na svim suvenirima festivala. Upravo ova igra reči pokazuje duh i domišljatost idejnih tvorca Nušćijade – od izvornog značenja u kojem je Ivanjica bila sinonim za zabiti i kraj činovničke karijere, slogan „Viđen si za Ivanjicu“ pretvoren je u poziv koji znači čast da se dođe i čast da se tu bude viđen.

SPOREDNA, NAJVAŽNIJA STVAR

Smisao za stvaralačko „mešanje“ fikcije i stvarnih događaja dao je ovogodišnjoj Nušćijadi novi sadržaj. Noseća tema bila je proslava stogodišnjice ivanjičkog fudbalskog kluba „Javor“. Realni jubilej isprepleten je s pričom iz scenarija kulturne televizijske serije „Više od igre“, koja je emitovana osamdesetih godina prošlog veka i koja je delom snimana u Ivanjici. Tema serije „Više od igre“ bile su političke prilike

građanske Srbije od 1931. do početka rata 1941. godine. Likovi i zbivanja u izmišljenoj varošici živo su opisani, a odnosi prelomljeni kroz prizmu rivalstva dva ideološki suprotstavljena fudbalska kluba. U čast kluba „Javor“ i celuloidnih klubova „Građanski“ i „Radnički“ priređen je svečani defile kojim je otvoren Festival, a potom je na stadionu odigrana počasna utakmica nazvana „Više od igre“. Zaštitni znak festivala bile su jedna starinska kopačka i jedna dendi cipela. Stalni i počasni gost Nušćijade je glumac Petar Božović, glavni junak serije „Više od Igre“. Pored toga što je odigrao predstavu na „Smešnoj večeri“ u Domu kulture, viđen je gde sedi u kafani „Kod bankrota“. Stvarna ivanjička kafana dobila je ime po kafani iz TV serije. Fikcija i stvarnost nastavile su da se prepliću.

■ JELENA TASIĆ
MILENA MIHALJIĆ
Fotografije: Turistička organizacija Ivanjice,
DRAGAN BOSNIĆ

ISTORIJA FESTIVALA

Nušćijada je, prema rečima Miloja Ostojića iz Turističke organizacije Ivanjica, nastala iz turističko-zabavne priredbe „Septembar u Ivanjici“. Održana je 1967. i pored „Malog sajma“ i muzičkog programa, na njoj je prikazana i revija domaćih filmova snimljenih po Nušćevim komedijama. Već naredne godine manifestacija je promenila ime u Nišćijada i postala jedna od najpopularnijih u bivšoj Jugoslaviji. Iznenada je, bez zabrane, uz prećutnu saglasnost tadašnjih organizatora, prekinuta 1972. godine. Smatra se da je glavni razlog bio ideološki „obračun“ tadašnjih komunističkih vrednostima građanske Srbije koje je Nušćijada stidljivo promovisala.

Festival je obnovljen pre tri godine i uspeo je da privuče pažnju gotovo 30.000 posetilaca. Godine 2011. Nušćijada je osvojila prestižnu nagradu „Turistički cvet“, koju dodeljuje Turistička organizacija Srbije u kategoriji „Specijalni događaji u funkciji promocije turizma“, te prvu nagradu „Turistička slagalica“, koja se dodeljuje u okviru „Susreta organizatora turističkih manifestacija“.

Football match between Radnički and Građanski



Still from the TV series Više od igre (More than a game)

