Title of the Story: “TransformaTivat”
- redesigning electrical cabinets with local artists -

Destination Name: (include any state, province or region)
Tivat
Country: Montenegro

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Nomination Category: (Please check the boxes that indicate the focus of your story)

☐ Localizing the destination supply chain
☐ Decarbonizing the destination supply chain
☒ Culture & Communities
☐ Environment & Climate
☐ Nature & Ecotourism
☐ Tourism Reset & Recovery
☐ Other

Find detailed instructions for submitting good practices in the Top 100 training module “Good Practice Story”.

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org
DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced
What was the problem/issue solved with the good practice? Click to add your text

Tivat’s seaside location attracts people from near and far, and the city center with its iconic boardwalk is the midpoint of its social life. Free of car traffic, locals and visitors linger, appreciating the views to the beautiful bay and surroundings. One negative factor in the cityscape are a number of unsightly electrical cabinets whose utilitarian purpose make them necessary, but as otherwise ugly pieces of infrastructure, we tolerate them while being constantly reminded that these boring, dreary gray “transformers” don’t fit the otherwise natural surroundings. In order to improve the situation, the Tivat Tourism Organisation invited local artists to a brainstorming session with a purpose to identify ways to change these visual liabilities into assets, and hence the "TransformaTivat" idea was born. The project aimed not only to solve the problem of unattractive electrical cabinets, but also to engage the local community, in combination with a group of artists in order to share meaningful messages while making affordable statements. The goal was also to stimulate residents and visitors to slow down, stop, reflect, start conversations – and enjoy the sustainable transformation of the city, which is becoming visible in many other ways as well.

Methods, steps and tools applied
How was the good practice implemented? Click to add your text

The power cabinets needed to be redesigned. For this, local artists were invited to use them as empty canvases. Several possible basic themes were discussed and it was decided that an orientation towards the theme of "sea life" was appropriate, and that the artists should seek motifs to stimulate viewers to reflect upon and compel them into acts of environmental sustainability. Within these loose guidelines, the artists were allowed to let their creativity run free and redesign the cabinets with motifs of their choice. Their working phase could be followed by any by-passers.

So far, a total of six electrical cabinets have been transformed as part of the project.

The first cabinet was designed by Mr. Vladimir Jovićević. Vladimir Jovićević was born in 1987 in Podgorica. He started painting at an early age. He attended the painting school at the Centre for Culture Tivat. After finishing grammar school in Kotor, Vladimir moved to Italy, where he took his degree at the Accademia di belle arti di Terni, and continued his professional development in realistic painting. He attended the Florence Academy of Art, where he was also engaged as a student assistant. He got an award from the Academy that came with the free use of a studio and the possibility for further advancement.

At the end of his studies, he got the best painting award for the portrait “Rocio”. Since 2013 he has been teaching a course at the Intensive Drawing Programme at the Florence Academy of Art. His paintings are held in private collections in London, New York, Anchorage and Barcelona.
The title of his painting is “Tuna”. The recognisable realistic approach is what distinguishes the works of Vladimir Jovićević, here depicting prey fish. The circular format of his work is seen in his approach to the cabinet from all sides, creating the impression of a naturally flowing composition. The beauty of the coloristic volume gives the work its fullness and vitality, making it almost life-like. Vladimir sends a forceful message that all living things partake in a harmonious and balanced functioning of the planet. Although prey fish are at the top of the food chain, their disappearance would have adverse impacts on the overall marine ecosystem, and, by extension, on the quality of human life.

The second cabinet was designed by Ms. Tanja Nikolić. Tanja Nikolić was born in Kotor in 1982. She showed interest in painting, drawing and modelling since early childhood. After graduating from secondary school, she enrolled the Arts Academy at Široki brijeg, the Graphics Department. Apart from painting and graphics, she is also involved in photography, applied arts, making of souvenirs and carnival masks. She introduced herself to the audience with the “Searching into the Infinity” exhibition displayed in Tivat, Lustica, Perast, Budva, Bar, Podgorica and Bijelo Polje. The exhibition “Waiting”, displayed in Tivat and in Mimara Museum in Zagreb, was born in collaboration with Anton Gula Markovic. She took part in several collective exhibitions. Tanja lives and works in Tivat.

The title of her painting is named “Sea Harmony”. Using the motifs of sea turtles and jelly fish, frequent visitors to the waters of the Bay, Tanja Nikolić reminds of these species being endangered, and yet critical for the whole marine ecosystem. The artist’s sensuality is based on the expressive motifs levitating against the blue backdrop. The weightlessness is almost palpable, indicating that mere eyesight is enough to disturb the harmony, which is the very essence of Tanja’s work: look, but don’t touch. Just like electricity cabinets that can pose a threat to life on one hand, but on the other are needed for normal power flow, the living beings that can hurt us in some ways are also needed for harmonious functioning of the world and of us in it.

The next cabinet was designed by Ms. Jana Farkaš. Jana Farkaš was born on January 19, 1988 in Belgrade. She got a degree from the Faculty of Fine Arts in Belgrade, the Painting Department in 2016. Apart from painting, book illustrations and sculpture are her passions, something discovered only recently as her prospective path. She illustrated five books, two of which she authored. One of these books was promoted at the Belgrade Book Fair. Farkas is a self-taught digital illustrator, with a wide ranging opus of digital drawings and illustrations.

The title of her work is “Creatures of the sea”. The work of Jana Farkaš is an homage to all the incredible creatures we share Earth with, particularly the ones that, through the sea, connect us with the world. In her words, her composition is wide and deep and global. The deep blue is highlighted by subtle vibration of the deep hues unimposingly calming the whole composition, while the sea creatures freely take the limelight. With distinct poetics and sensitivity, Jana urges compassion and empathy not as a result of an effort, but rather of a dire need.

The fourth cabinet was designed by Ms. Hana Mirkov. Hana Mirkov was born in 1989 in Split. She graduated from the Faculty of Fine Arts in Cetinje and is currently a postgraduate student at the Accademia di belle arti di Bari, Italy. So far she has had 8
autonomous exhibitions and over 50 collective ones, 6 charity exhibitions and took part in 4 urban landscape upgrade projects. Hana has been a member of the Association of Fine Artists of Montenegro since 2012 and took part in a dozen or so colonies in Montenegro, Serbia and Bosnia and Herzegovina.

The name of her work is “Colorful Octo”.
Hana Mirkov opted for the motif of an octopus. With her work she wishes to draw the attention to exceptional intelligence as the main feature of all sea creatures, but also their ability of disguise, looking as if they use their own skin to make three-dimensional images of objects in the marine environment. For this reason, as she put it, she intends to disguise the cabinet with this intelligent predator spreading its tentacles all around it. Knowing Hana’s work so far no doubt this will be a perfect composition of rich colours and distinct artistic expression.

The next cabinet was designed by Ms. Iva Gopčević Čelanović.
Iva Gopcevic Čelanović was born in 1980 in Kotor. As a free artist, she engages both in artwork and youth activism at the local and international levels. Through the projects delivered by the NGO Creative Centre Tivat, that she initiated, she has worked with children, youth and women in informal education and art and culture programmes since 2011. Iva studied drawing and painting with renowned painters in Tivat, Belgrade and Novi Sad. She participated in a dozen or so collective exhibitions. She finds inspiration in the images of the Boka Bay, people that surround her and the olive tree.

Her work is named “Breathe In”.
Iva’s work entitled Breathe In is a metaphorical message to people to pause, take a deep breath and absorb the beauty of life. It is a part of the “Save Ocean’s Life” cycle that emerged as a need to draw attention to the magnificent creatures living in the sea. Using the specific visual vocabulary and the motif of a turtle is reminiscent of the mutual interdependence of humans and nature. As pointed out by Iva, people’s quality of life depends largely on how well-preserved the marine system is, already now quite burdened with the weight of human irresponsibility.

The last cabinet was designed by Mr. Zoran Kruta.
Zoran Kruta was born on August 16, 1985 in Kotor. In 2012 he graduated from the Academy of Fine Arts, the Painting Department, in Trebinje, Bosnia and Herzegovina. The same year he became a member of the Association of Fine Artists of Montenegro. In 2014 he started working for the Centre for Culture Tivat, and since 2018 he has been with the Public Institution Museums and Galleries of Tivat as a museum pedagogue.
He is currently on master studies at the Academy of Fine Arts, the Painting Department, Sarajevo, Bosnia and Herzegovina. He had several autonomous and collective exhibitions and participated to several art colonies in the country and in the region. He is active in creative and artistic activities with children and youth. He lives and works in Tivat.

The title of his work is “A Story from the Bottom of the Sea”.
With this work Zoran Kruta continues his artistic series entitled The Story from the Sea Bottom that he has been working on for a while quite intensively. His exploration of the marine world in the form of a drawing and a picture is a reflection of his personal quest for the hidden and the subconscious, and here the artist gives it the form of a three-dimensional painting projection. The harmonious and vibrant
composition is seen in the image of a fish whose movement is visible from all sides of the cabinet. His independent, harmonious and unique artistic expression is visible also in this work. Apart from the beauty of colours and the refined expression, one can also observe strong symbolism in the presentation of a hook reminiscent of all temptations present in the lives of all living things, making us wonder how, and whether at all, we are any different from other living beings on the planet. In addition, the visual attractiveness of the quarter has been significantly increased.

The participating artists carried out their individual work on the project on a voluntary basis. The text about paintings was written by Nina Milićević, the art curator.

**Key success factors**

With the "TransformaTivat" project, the primary goal was to use existing infrastructure to make a positive change with a relatively small investment, conserving materials and money. Local artists were brought in to upgrade the cabinets, while giving them a very visible “canvas” in a public space that will be viewed over and over by visitors and residents alike. In this way the project serves the three pillars of sustainability:

- The **ecological pillar**, including the reuse and upgrade of existing infrastructure and the ecological orientation of the redesign theme – not overly educational but still raising environmental awareness about the sea.
- The **economic pillar**: a cost-saving upgrade of the city supporting new engagement opportunities for the local artists. This new “thematic art” also gives visitors a reason to linger, perhaps taking a break in one of the local cafés or restaurants next to the “canvases”, and it gives visitors something to remember and take home with them by way of shareable photos.
- The **social pillar** through the integration of local artists into the project; in addition, locals and visitors can enjoy the results, anytime for free. The new pieces of art are fully accessible walking, cycling and also by people with mobility challenges, away from car traffic and therefore also suitable to visit by families with small children.

**Lessons learned**

The cabinets are part of the city’s supply infrastructure and cannot simply be removed. Therefore, the challenge was to preserve the cabinets and solve the problem of landscape disturbance while following all safety, functionality and quality needs. Therefore, also other municipality administration members needed to be consulted such as office of Mayor, Montenegrin Electric Transmission System, Utility company etc.

The existing infrastructure should be maintained while improving the value of the district. This could be achieved by using the electrical cabinets to create art by local artists. The works of Vladimir Jovićević, Tanja Nikolić, Jana Farkaš, Hana Mirko, Iva Gopčević Čelanović and Zoran Kruta are supposed to be also wake-up calls in quest for the truth: We are all, with everything we do, directly responsible for the planet Earth, the nature and all living things. This approach of engaging local artists
could be used at many other locations which are looking for new ways to work with community members in the development of local life and sustainable tourism. The type of locations could vary between rural and urban – depending on the challenges, local solutions are best.

**Results, achievements and recognitions**

*What were the qualitative and quantitative results of the good practice? Has it received any rewards? Click to add your text*

The upgraded electrical cabinets bring art to unexpected places and should bring joy into everyday life. In addition to being visually compelling, they also represent a form of social activism. Each box is unique and distinct, expressive of the individual artistic character, and guided by the universal idea that we are not alone in the world. QR codes are attached to the cabinets themselves, which lead to the page [https://tivat.travel/en/transformativat](https://tivat.travel/en/transformativat). This gives interested parties the opportunity to find out more about the project. One open task left is to make the pieces of art also accessible to sight impaired people, e.g. by adding a digital, spoken explanation.

In the first citizen satisfaction survey ever conducted by a local tourism organization in Montenegro, of March 2021, residents of the region were also asked about the "TransformaTivat" project. 53.7% of respondents fully agree with the project, and 28.8% partially agree with it. This results in a positive response totaling 82.5% (354 survey participants)

The survey results confirm that the majority of residents approve of the project and gave it positive feedback.

**Additional references**

*Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.*

In English: [https://tivat.travel/en/transformativat/](https://tivat.travel/en/transformativat/)

In Montenegrin: [https://tivat.travel/transformativat/](https://tivat.travel/transformativat/)

**Links of the works on Google Maps:**

"Udahni" / "Breathe In" by Iva Gopčević Čelanović: [https://goo.gl/maps/hdL5V3SAjRiDAZRA6](https://goo.gl/maps/hdL5V3SAjRiDAZRA6)

"Morska harmonija" / "Sea Harmony" by Tanja Nikolić: [https://goo.gl/maps/Uq3iFP5mhUfLW8L57](https://goo.gl/maps/Uq3iFP5mhUfLW8L57)

"Sealife Painting" by Vladimir Jovičević: [https://goo.gl/maps/B2LnLkZUtLs8YBCK9](https://goo.gl/maps/B2LnLkZUtLs8YBCK9)

“Bića iz mora” / "Creatures of the Sea" by Jana Farkaš: [https://goo.gl/maps/UmmsSqi77EKoB3o29](https://goo.gl/maps/UmmsSqi77EKoB3o29)

“Priča sa morskog dna” / "A Story form the Bottom of the Sea" by Zoran Kruta: [https://goo.gl/maps/AyJKaGHBhAddavpq7](https://goo.gl/maps/AyJKaGHBhAddavpq7)

“Šarena hoba” / "Colorful Octo" by Hana Mirkov: [https://goo.gl/maps/PV1xzNPPrS8awiXRU6](https://goo.gl/maps/PV1xzNPPrS8awiXRU6)

**Local media publications:**

Social Media response:

Facebook:

https://www.facebook.com/tivat.travel/posts/10158700237911181
https://www.facebook.com/tivat.travel/posts/10159188139031181
https://www.facebook.com/tivat.travel/posts/10158683934596181
https://www.facebook.com/tivat.travel/posts/10158716736866181
https://www.facebook.com/tivat.travel/posts/10158733516271181

Instagram:

https://www.instagram.com/p/CP2suInrd_t
https://www.instagram.com/p/CJJ1Yw1ANmw
https://www.instagram.com/p/Cl2_hZjgj1
https://www.instagram.com/p/Clkdv-7pJ_i
https://www.instagram.com/p/Cl5j2e8gei7
https://www.instagram.com/p/CHAenLOAjY1
https://www.instagram.com/p/CHst3DtJVT

Reactions from various posts:

- “Preljepo” (“Beautiful”)
- “Fantastично” (“Fantastic”)
- “Preljepo oslikano” (“Beautifully painted”)
- “Predivno” (“Wonderful”)
- “Čestitke! Mediteranski i evropski!” (“Congratulations! Mediterranean and European!”)
- “Sjajno” (“Great”)
- “Fenomenalno” (“Phenomenal”)
- “I love it!”
- “Spectacular”
- “Bravo”