

NEWSLETTER

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@exyurocksociety

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Hej Ex-Yu Rock Fanovi! Jedva čekamo podijeliti neke nove vijesti sa vama!

Tokom proteklih mjeseci dok smo razgovarali s ljudima o ideji, projektu i viziji, zaista smo imali priliku da razmišljamo o NAJBOLJEM načinu da objasnimo šta pokušavamo uraditi i napraviti. Dakle, nakon mnogo sati razgovora (i puno kafa) sa ljudima u Sarajevu, na prošlosedmičnom sastanku odbora odlučili smo se za najbolje ime za projekata koji predstavljamo i prostora koji postavljamo.

Projekat će od sada biti poznat kao **Ex-Yu Rock Centar**, sa prostorom koji će u konačnici uključivati izložbe, prostor za performanse, caffe bar i prodavnicu suvenira, ploča i knjiga o ovoj temi.

Postoji mnogo razloga za ovaj potez. Počeli smo otkrivati da riječ „muzej“ često dočarava vizije prašnjavih artefakata, "mauzoleja" kulture i statičnog jednosmjernog kulturnog iskustva. Kako želimo da eksponati i cijeli prostor budu živi, aktuelni i interaktivni, shvatili smo da moramo smisliti bolji način za brendiranje projekta. Ex-Yu Rock Centar će nam pomoći da ljudi znaju da će se inicijativa sastojati od izložbi eksponata – ali i mnogo više od toga.

Također smo željeli pronaći ime koje bi prenijelo viziju kako ljudima koji su odrasli uz Ex-Yu rock, tako i turistima izvan regiona koji ne razumiju naš jezik. Riječ “Centar” prepoznatljiva je u mnogim jezicima, te će stoga biti poznata i lokalnim i stranim posjetiteljima.

I na kraju, neki fanovi su nas pitali zašto koristimo izraz "Ex-Yu", predlažući nam da ga zovemo samo "Yu Rock"... vodile su se duge debate na ovu temu, ali smo se na kraju odlučili da je "Ex-Yu" brend prepoznatljiv i ljudima izvan tog područja i koji se može povezati s prošlim i sadašnjim geografskim i kulturnim prostorom.

Mi ćemo ažurirati naše informacije kako projekat ide naprijed i želimo biti sigurni da ne gradimo samo brend, već da i efikasno promoviramo muziku zbog koje Centar i postoji. Iako je naziv drugačiji, cilj je isti – osigurati da Ex-Yu Rock Centar bude centar za kulturnu saradnju i kreativnost, te inspiracija za muzičare svih uzrasta.

Hvala svima na interesovanju!
Ex-Yu Rock Society

Ex Yu Rock Society Team!

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Hey Ex-Yu rock lovers! We have some exciting news!

Over the past months as we've spoken to people about the idea, the project, and the vision, we've really had a chance to think about the BEST way to explain what we are about, and what we are trying to do. So after a LOT of talks (and a lot of coffees) with people in Sarajevo and beyond, at a Board meeting last week we've decided on the best name for the project and the space that we are setting up.

It will now be known as the **Ex-Yu Rock Centar**, with the space ultimately including exhibits, performance/jamming space, a café bar, and a shop.

There are a lot of reasons for this. We started to find that the word "museum" often conjures up visions of dusty artifacts, of "mausoleums" of culture, and of a static unidirectional cultural experience. As we want the exhibits and the entire space to be alive and current and interactive, we realized that we needed to think of a better way to brand the project. The Ex-Yu Rock Centar will help us to ensure that people know that the initiative will consist of exhibits – but also much more.

We also wanted to find a word that would convey the vision in the local languages, for people who grew up with Ex-Yu rock, as well as tourists from outside the region who may not know the language. The word "Centar," while being authentically from here, is recognizable in many languages, and will therefore be accessible to locals and visitors alike.

And finally, some fans asked us why we are using the term "Ex-Yu," noting that just calling it "Yu-Rock" might be an option..... we had long conversations on this, but in the end decided that "Ex-Yu" is a brand recognizable to people outside of the area, and one that can both link to the past and present geographical and cultural space.

We'll be updating our outreach materials as we move forward, to ensure that we're not just continuing to build this brand, but are effectively promoting the music the Centar is designed to preserve and celebrate. While the name is different the goal is the same – to ensure that the Ex-Yu Rock Centar will be a hub for cultural collaboration and creativity, and an inspiration to musicians of all ages.

Thank you all for your interest!
The Ex-Yu Rock Society

Ex Yu Rock Society Team!