BIO

Aleksandar Janicijevic was born and educated in Beograd, former Yugoslavia and relocated to Canada in 1993. He graduated Architecture and Design from University of Beograd, and continued his education after relocation to Canada with numerous certified courses, workshops and seminars. His experience in Architecture, Art, Photography and Graphic and Multimedia Design was recognized by Seneca College and in 1996 he was employed in the Media Production Department. From 1998 until 2006 he was working in the Centre for New Technologies in Teaching and Learning [CNTTL] at Seneca College, Toronto.

Parallel with the work at the College he was involved in his Art Practice. He had 4 one man and more than 40 group shows of space objects, installations, drawings, etchings (art prints), paintings and photographs. In 2001 this art practice evolved to the exploration work on the large project "Urban Squares", consisting of urban analyses, VR panoramas, web site, photo blog, psychogeographical portraits, digital art, photographs, public art, articles, public presentations and lectures.

He received numerous awards starting in 1982 May Salon of Art Prints; Award for best art print in the show, in 1992 gold promo for package design on the Yugoslav Advertising Festival, in 2003 Paragon Award, National Council (North America) for Marketing & Public Relation; silver winner, Virtual Guide to Seneca College, in 2004 - ACM SIGUCCS Communications Award; overall winner, Seneca ITT Guide, brochure and on-line version, in 2005 - Festival of Architecture and Design, poster, competition organized by TSA, winner "People's Choice Award", 2007 - Green Design poster in final 5, 2008 second prize poster for Heritage Toronto.

His illustrations and photographs were published in Toronto Society of Architect Website, Perspectives Magazine, Canadian Architect Magazine,

NOTE: All underlined bold words are live html links

Novae Res Urbis Magazine, Spacing Magazine, Toronto Life Magazine, World Skills International Reports, Resilience 2 to 1 Group materials, National Music Centre in Calgary, J. Hilbury Styling and several books. He was Participating in Orphan Spaces Initiative Charrette, DX Toronto and numerous other presentations and events.

Complete project "**Urban Squares**" was in 2007 selected for JavaMuseum [Cologne, Germany]- Forum for Internet Technology in Contemporary Art to be included in New Media Fest 2007, incorporating the latest project environments. It was also selected for 3rd Digital Art Festival Rosario/Argentina (November 2007), that will be presenting the festival program in physical space and it was selected by Coudal Partners, Chicago, USA to be included in the "Museum of on-line museums".

Since 2006 Aleksandar was involved in a research project "Digital Neighbourhoods" in a Revitalization Institute at Seneca College, Toronto, Canada creating specific psychogeograpy portraits – urban analyses of existing neighbourhoods in greater Toronto area and in a role of Chief Media Specialist.

Since May 2012 when he took early retirement from Seneca College, Aleksandar is active in numerous associations and initiatives around Urban Sustainabliity – Revitalization and he is participating in conferences, symposiums and workshops. He is also pursuing his private practice in Art, Illustration, Graphic and Web Design and Photography.

From 2015 Aleksandar is participating as a founding member in **Resilience 2:1, a non-profit organization**, multi-disciplinary group of educators, researchers and professionals focused on the issue of resilience for Canada during a changing climate.

STORY PITCH

For 2022 theme "Fault Lines & Fragile States"
I am suggesting one of following three story lines.

**01. Urban Squares,
    collection of 394 squares all over the world**

This research initiative is an attempt to rediscover the lost or neglected urban symbols. The URBAN SQUARE is a city's 'heart and soul' and that is the focus of this project.

Our exploration is done from a vintage point between art and science, which allows us to decipher and observe universal urban connections. The main body of the content is a collection of Urban Squares. Each includes Virtual Reality panorama, a psychogeographical description of the space, map of the location and additional photos. It is ultimately evaluated and classified.

This is example of text appearing on one of the pages:

"On our way back from the fabulous Gaudi's park Güell we were looking for the metro station. It turned out to be Lesseps station. We were not in this area before so we didn't know what to expect. One narrow street to another and we found ourselves in-front of little Plaçeta with old fashion water fountain and the dog fulfilling his thirst. Nice little sight, having in mind our love for dogs. Next look and we are facing one of the best "modernista" buildings in Barcelona "Cases Ramos", designed by architect Jaume Torres i Grau in 1906. OK, now lets look for the metro entrance.

Just steps away we were really surprised. Vast open public space at the first glance all devoted to pedestrians, few minor streets were visible from our standpoint. Slowly all the magnitude of the content, attention to details and recognition of social urban needs was revealed. It took me a second walk, few days latter, to completely comprehend the urban value of this renewal project. First initiatives for revitalization of this square dates back to 1995."

Link: **Plaça Lesseps, Barcelona**

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**02. Psychogeography Walks
    – Neighbourhood Portraits**

*>PSYCHO<GEOGRAPHY> is: [our definition]
The subjective analysis, mental reaction, to the neighbourhood behaviours related to the geographic location. A chronological process based on the order of appearance of observed topics, with the time delayed inclusion of other relevant instances. Reflexivity journals are produced after each event.*

This is one of significant component of "Urbansquares" project and consists of 30 Walks/Portraits.

Link to the main page of **Psychogeography segment**

Link to one of the walks performed during the Covid19 restrictions: **Nicholson lane, Toronto**

This is except from our published article "**Psychogeography Now, Window to the Urban Future**: "Word >psycho<geography> itself is combination of Psychology and Geography and it is obvious that order of those words is also very important. Mental reaction [psychology] in a particular space [geography] are leading towards interaction of both main aspects of human life: mental and psychical, internal and external.

Civilization, especially in the North America with very specific historic and social position is facing challenging time. "New development" mode of operation is in the past, "maintenance/conservation stage" is at the very end and new stage of "restorative development" is in front of us."

03. Portraits of 77 cities around the world, with just a few words and 30 selected photos for each one.

One example: **Belgrade, Serbia**
Link: **Main page with all of the cities listed**.

TREATMENT OF MY STORY

In any of three cases proposed I will follow time sensitive story line.

In case #01, "Urban Squares", I will follow story about one selected country, or possible region, like Mediterranean Basen, and connect cities and urban squares in thematic way. We can use for example Ceremonial Squares. See examples of how I am suggesting **"meandering" navigation here**.

In case #02, "Psychogeography", I will select a case relevant to, let's say, some historic time frame and then follow that line. Other possibility could be new psychogeography walk performed and recorded specifically for this occasion.

In case #03, "Selected City", we can again select the town of your choice [or mine?] and perform walk and record impressions specifically for this occasion, something similar to the **"Postmetropolis"** or **"Toronto Covid19"** already listed among 77 selected cities.

Presentation for any of selected choices will be created as on-line and "exhibition ready in physical space', of course in collaboration with organizers and available technical aspects. In any of the choices presentation will include Virtual Reality interactive images, reflexivity journals and additional still photos. We can also develop new design format for any of three choices suggested.

CONTACT ME

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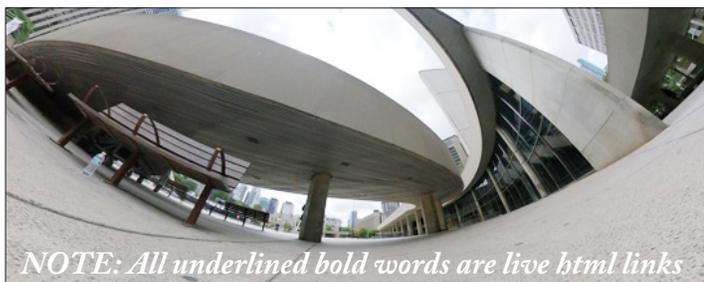
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REFERENCES

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LINKS TO THE CREATIVE WORK

Link => **Urbansquares.com**
Link => **Urbansquares Art since 2000**
Link => **Psychogeography Portraits - Main Page**
Link => **Postmetropolis in relation to Covid19**
Link => **Urban art as an early warning system**
Link => **Participatory Urban Democracy**
Link => **Green Hair Toys**

PROPOSALS FOR PREVIOUS PROJECTS

Link => **Future Therapeutic Art Installations**
Link => **Green Hair Toys**
Link => **Brickworks Project**