LOŽIONICA

ЛОЖИОНИЦА · LOŽIONICA

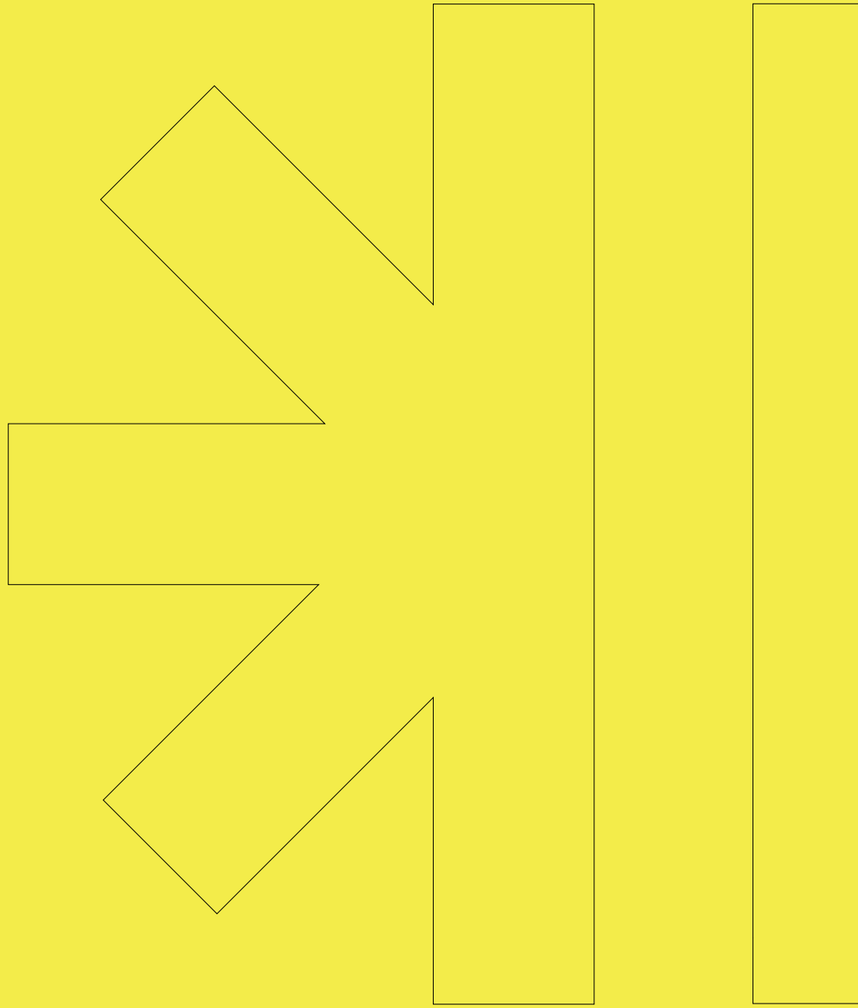
Ložionica, the Center for Creative Industries and Innovation, launched in October 2025 already welcomed over 100,000 visitors and hosted more than 550 events ranging from international conferences and fashion shows to concerts, exhibitions, theatre performances, movie premiers and even boxing matches.

With 10 versatile halls and rooms, accommodating events from 15 to 2,000 guests, all equipped with state-of-the-art technology, as well as a spectacular open-air atrium for up to 10,000 people, Lozionica provides an exceptional setting for truly memorable events.

More than a venue, Ložionica is a dynamic hub for creative industries and innovation—a place where art, science, technology, and business converge, intersect, and collaborate to create bold ideas and unforgettable experiences.

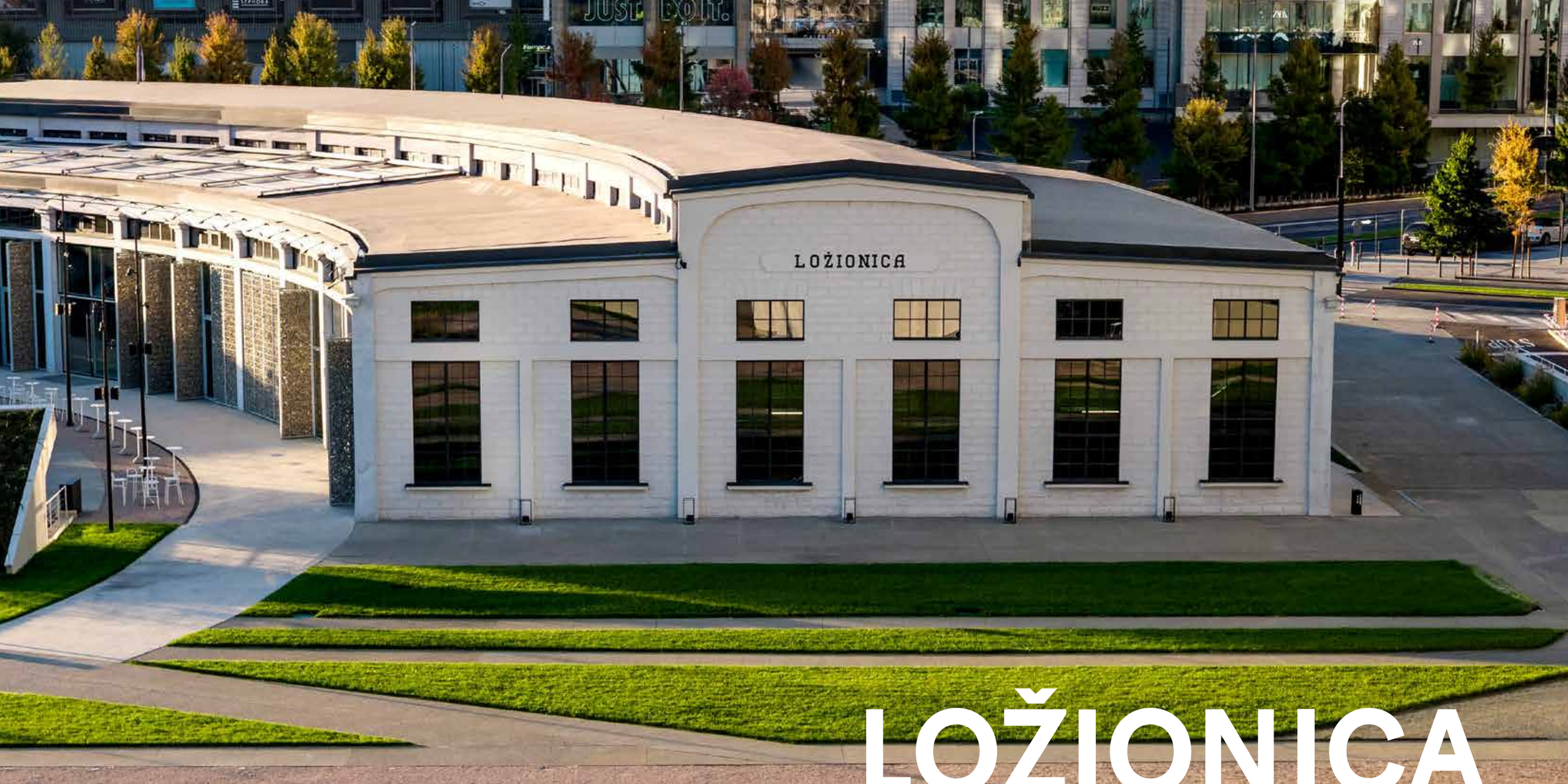
The building itself, a meticulously renovated hundred year old railway depot, has been transformed into a contemporary architectural jewel, already distinguished with seven international awards.

Situated in Belgrade's emerging business and residential district, directly on the banks of the Sava River, Ložionica pulses with dynamic urban energy—inspiring creativity, innovation, and fresh ideas at every turn.





Ložionica
Center for
Creative
Industries and
Innovation



LOŽIONICA



Pogon Conference

POGON HALL





Biotech

CONFERENCE - POGON HALL



Biotech

CONFERENCE
POGON HALL

Future & AI Summit

BUSINESS SUMMIT
POGON HALL



Future & AI Summit

BUSINESS SUMMIT
PERON HALL





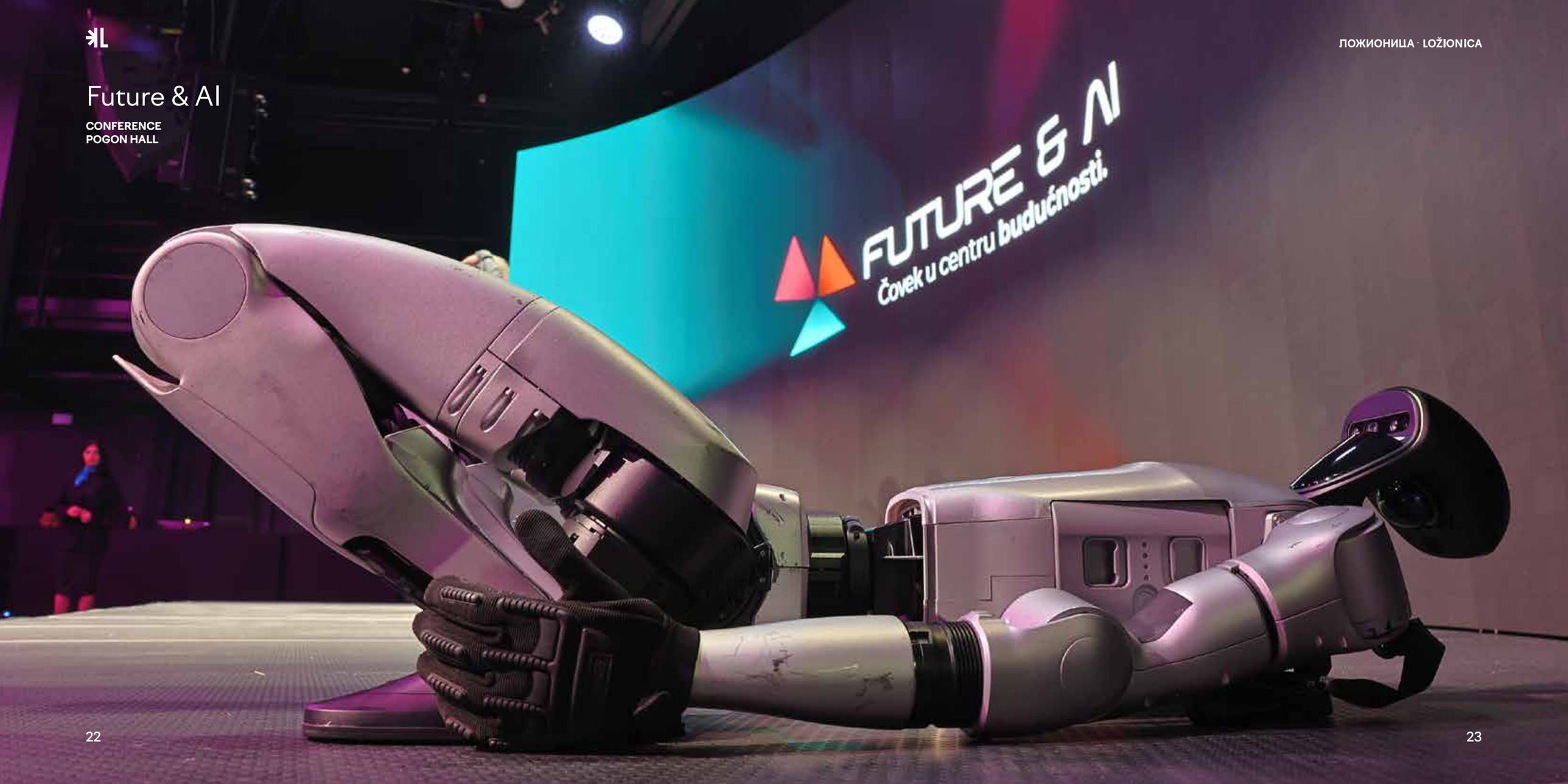
Future & AI Summit

BUSINESS SUMMIT
POGON HALL



Future & AI

CONFERENCE
POGON HALL



Conventa

**TRY BEFORE YOU BUY –
BELGRADE (TBYB)
POGON HALL**







Wine Show

PRESENTATION
POGON HALL



Changan

CAR PRESENTATION
POGON HALL



Changan

CAR PRESENTATION
TERMINAL HALL





IQOS

BRAND PRESENTATION
TERMINAL HALL

MASTERCLASS

Thomas Golubić

HOLLYWOOD'S LEADING MUSIC SUPERVISOR







Thomas Golubić

HOLLYWOOD'S LEADING MUSIC SUPERVISOR



Robin Hood

EXHIBITION
TERMINAL HALL



Sean Bean

ROBIN HOOD EXHIBITION
TERMINAL HALL





Bata Spasojević

ENDEMIC COLLECTION
OPEN SPACE







Bata
Spasojević

ENDEMIC COLLECTION
OPEN SPACE

Bata Spasojević

ENDEMIC COLLECTION
OPEN SPACE





Who's Wearing Prada

FASHION SHOW
FASHION SELECTION
POGON HALL







Who's Wearing Prada

FASHION SHOW
FASHION SELECTION
POGON HALL



Mestiza

THE SPANISH DUO
OPEN SPACE





Mestiza

THE SPANISH DUO
OPEN SPACE







The Flock

BY **ROSER LÓPEZ ESPINOSA**

& Moving Cloud

BY **SOFIA NAPPI**

Scottish Dance Theatre

PERFORMANCE
POGON HALL

★★★★★

★★★★★ Three Weeks Edinburgh

★★★★★ Fest Mag

★★★★ The Herald

★★★★ The Scotsman





Joss Stone

SOUL & R&B CONCERT
POGON HALL

Joss Stone

SOUL & R&B CONCERT
POGON HALL





Autechre

**ONLY SOUND, ONLY MUSIC,
IN TOTAL DARKNESS!**













Autechre

**ONLY SOUND, ONLY MUSIC,
IN TOTAL DARKNESS!**



Blic

LOVE. MOVE. LIVE.
OPEN AIR CONCERT


Blic
LOVE. MOVE. LIVE.
OPEN AIR CONCERT


SANJA
VUČIĆ
MOVE. LIVE.


LOVE. MOVE. LIVE



Swedish Metal Classics Performed by Serbian Pianist Nikola Cvetković

CONCERT
POGON HALL

Festival
Todo
Mundo
Jakob
Steinkeller

CONCERT
POGON HALL







French Hip-Hop Workshop & Jam Session

FRENCH MOVES
POGON HALL

Illusion

DJ PARTY
POGON HALL



NNNJM

DJ PARTY
OPEN SPACE



NNNJM

DJ PARTY
OPEN SPACE

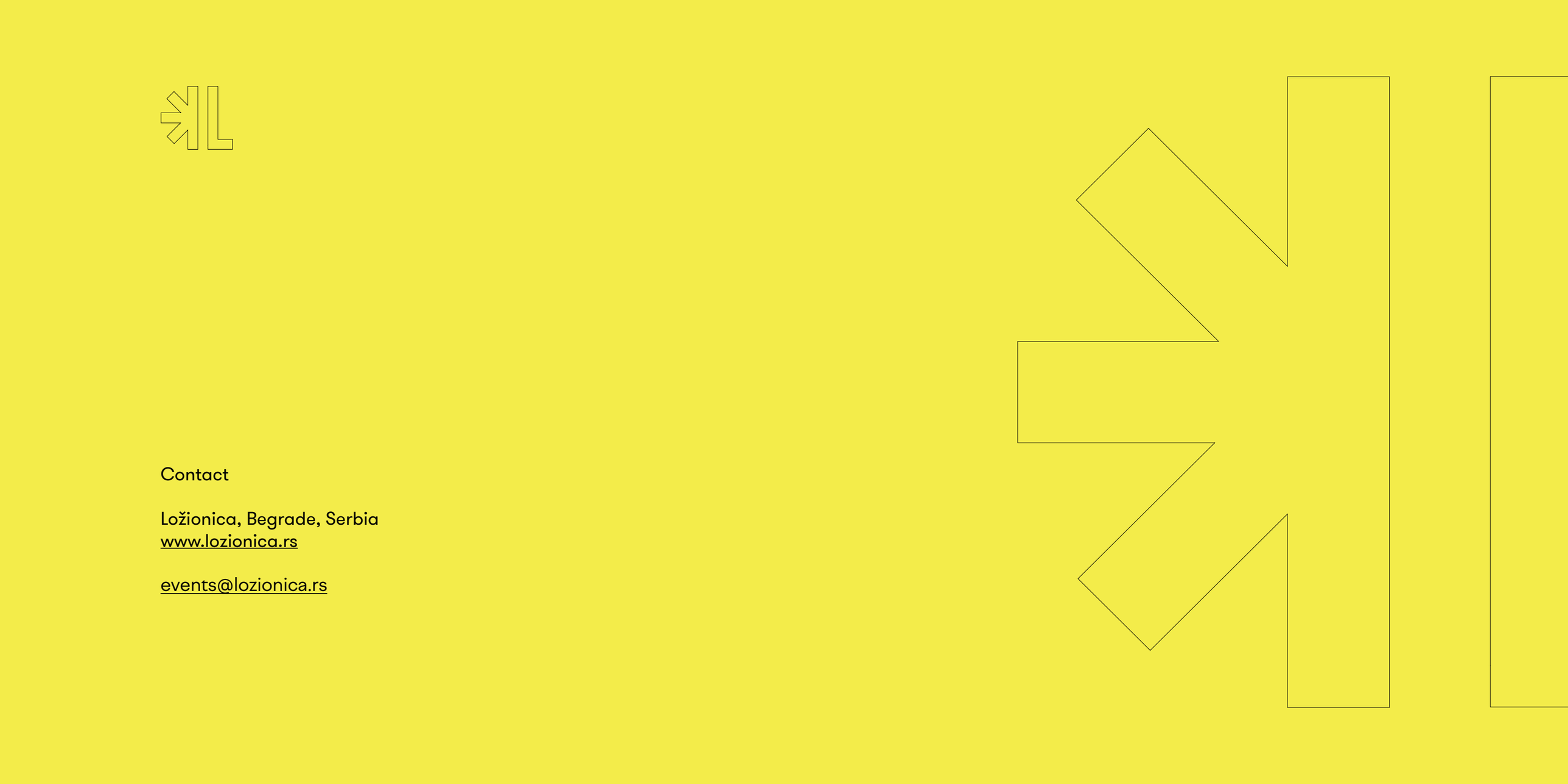



FOOTWORK

Infuse

JAN BLOMQVIST
DJ PARTY
POGON HALL





Contact

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