LUKSUZ KAO ISKUSTVO – UMETNOST KAO EMOCIJA
LUXURY AS AN EXPERIENCE – ART AS AN EMOTION

Mercedes Benz AMG x Jelena Borovčanin

Jelena Borovčanin

TIMELINE
09.30 - 10.00
Dolazak i registracija gostiju / Arrival and guest registration
10.00 - 12.00
Brifing i vozački deo programa u centru NAVAK / Briefing and driving program at the NAVAK center
12.00 - 12.30
Pauza za osveženje / **Refreshment break**
12.30 - 14.00
Vožnja do vinarije kroz predele Fruške Gore / **Drive to the winery through the landscapes of Fruška Gora**
14.00 - 15.30
Pauza za ručak i zamenu vozača (Vinarija Veritas) / **Lunch break and driver change (Veritas Winery)**
15.30 - 17.00
Povratak u centar NAVAK i kraj programa / **Return to the NAVAK center and end of program**

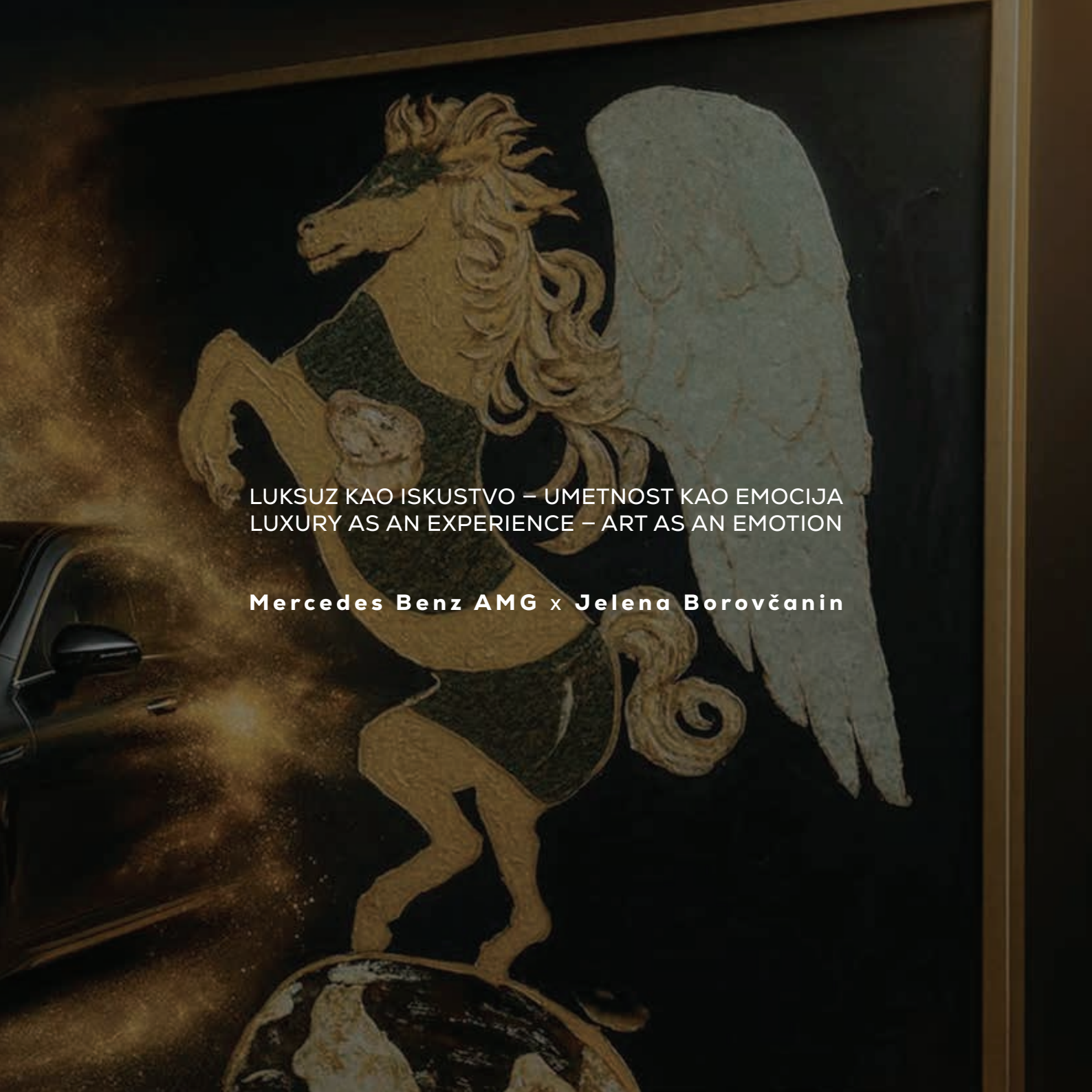
Ukupan br. gostiju (po danu) / Total number of guests (per day): 10

29.09 -10.10.2025.

Vinarija Veritas

NAVAK

CLE 53 AMG
GLC 43 AMG
GLE 53 AMG
GT Coupé 63 AMG
SL 55 AMG



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Mercedes Benz AMG x **Jelena Borovčanin**

Mercedes-Benz AMG i umetnost Jelene Borovčanin kroz spoj:
jedan čovek – jedan motor,
jedan umetnik – jedan umetnički impuls.

Mercedes-Benz AMG and the art of Jelena Borovčanin through the union:
one man – one engine,
one artist – one artistic impulse.

Povezali smo se jer verujemo da vrhunski luksuz nije u onome što se poseduje – već u onome što se oseća.
Mercedes Benz-AMG i umetničko delo Jelene Borovčanin nose zajedničku poruku: snaga sadrži kod umetnosti– a umetnost je snažna. Ono što nas spaja jeste vizija kompletnosti u kojoj svaki detalj, zrak svetlosti, tekstura, pokret i zvuk stvaraju emocionalno iskustvo koje traje.
Kada se performans susretne sa poetskom formom, rađa se novo poglavlje luksuza: onog koji se ne objašnjava – već postoji, u tišini savršenog osećaja.

We have united because we believe that true luxury lies not in what is owned – but in what is felt.
Mercedes-Benz AMG and the art of Jelena Borovčanin carry a shared message: strength holds the code of art – and art is powerful. What connects us is a vision of completeness in which every detail, ray of light, texture, movement and sound creates an emotional experience that lasts.
When performance meets poetic form, a new chapter of luxury is born — one that is not explained… but simply exists, in the silence of perfect sensation.

MI

Dobrodošli u svet u kojem se luksuz ne objašnjava – on se doživljava.
Ovde, gde se susreću Mercedes Benz-AMG i umetnost Jelene Borovčanin, stvaramo prostor u kojem elegancija postaje puls, a energija umetnosti oživljava senzacije koje ne stanuju u rečima, već u dubini bića.

Welcome to a world where luxury is not explained — it is experienced.
Here, where Mercedes-Benz AMG meets the art of Jelena Borovčanin, we create a space where elegance becomes a pulse, and the energy of art awakens sensations that do not reside in words — but in the depth of being.

WE

MAGIČNO DRVO / MAGIC TREE

VIZIJA

Naša saradnja rođena je iz zajedničke potrebe da luksuz uzdignemo – ne kao posed, već kao stanje svesti koje se reflektuje u kompletnosti. U spoju vrhunske automobilske estetike i umetničkog izraza od stakla, nastaje doživljaj koji se ne dotiče samo očiju — već i duše: luksuz koji se spoznaje slušanjem, dodirom, pogledom, dahom.

Our collaboration was born out of a shared desire to elevate luxury — not as an object to possess, but as a state of consciousness reflected in wholeness. In the fusion of supreme automotive aesthetics and artistic expression in glass, an experience emerges that does not touch only the eyes — but the soul: a luxury perceived through listening, touch, sight... breath.

VISION

TRAG / TRACE

ZAJEDNO

Mercedes-AMG i umetnica Jelena Borovčanin dele iste vrednosti:

- strast prema perfekciji
- hrabrost inovacije
- posvećenost emociji

Naše spajanje je akt stvaranja novog, višeg osećaja, gde performans susreće poeziju, a snaga postaje sofisticirana, svetlosna vibracija. Umetnost ovde oplemenjuje prostor, i daje mu energetsku notu koja ostaje u nama dugo posle iskustva.

Mercedes-AMG and artist Jelena Borovčanin share the same values:

- passion for perfection
- courage for innovation
- devotion to emotion

Our union is an act of creation — the birth of a higher sensation where performance encounters poetry, and strength becomes a sophisticated, luminous vibration. Here, art does not decorate the space — it ennobles it, leaving an energetic trace that remains within us long after the experience ends.

TOGETHER

STRAST / PASSION

UMETNOST KROZ DOGAĐAJ

Slike Jelene Borovčanin nisu izložene – one žive u prostoru. Njihova svetlost, stakleni odsjaji, sjaj mozaika i simbolika energije – grade emocionalni kod ambijenta .
Ovaj događaj je trenutak u kojem se snaga AMG performansa i poetska finesse umetnosti spajaju u ritual uživanja svim čulima.

The works of Jelena Borovčanin are not exhibited — they live within the space.
Their light, glass reflections, mosaics, and symbolic energy compose the emotional code of the ambience.
This event is a moment in which the power of AMG performance and the poetic finesse of art unite in a ritual of enjoyment through every sense.

ART THROUGH THE EVENT

REČ UMETNIKA

Čast mi je što ste deo ove jedinstvene sinergije. Vaše prisustvo čini ovu priču potpunom – jer luksuz nije stvar, već stvaranje veze: sa sobom, iskustvom i energijom koja nas povezuje, o čemu moja umetnost i govori.

Jelena Borovčanin

WORD FROM THE ARTIST

It is my honor that you are part of this unique synergy. Your presence completes this story — because luxury is not a thing, but the creation of a connection: with oneself, the experience... and the energy that binds us, which is precisely what my art speaks of.

Jelena Borovčanin

JELENA BOROVČANIN – BIOGRAFIJA

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Saatchi Art profile: Jelena Borovcanin

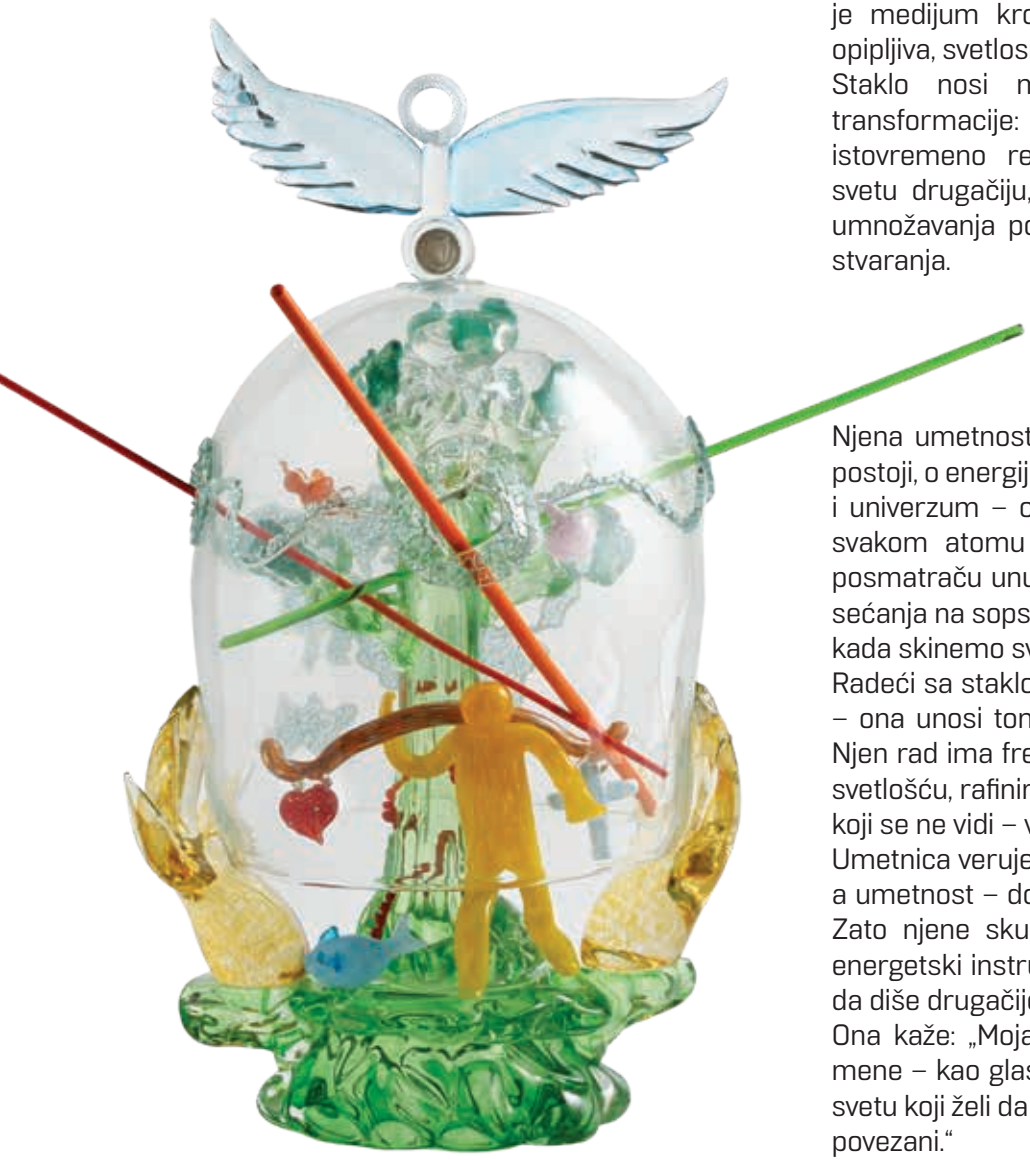
Jelena Borovčanin (1987) je savremena umetnica iz Srbije, prepoznatljiva po svom jedinstvenom izrazu u oblasti umetnosti stakla, gde spaja stakleni mozaik, originalne novčiće, slikarstvo i skulpturu. Njena dela nastaju iz duboke intuicije i filozofskog pristupa umetnosti, istražujući teme duhovnog rasta, unutrašnje transformacije i univerzalne povezanosti kroz energiju i svetlost.
Njen primarni umetnički medijum je staklo – materijal koji je, kako sama kaže, „izabrao nju“ nakon izuzetnog susreta koji je obeležio početak njenog umetničkog puta.

Jelena je prva umetnica u istoriji Murana koja je osmislila i realizovala skulpturu sa umetnutim novčićem, u saradnji sa majstorima iz New Murano Gallery. Delo „Svi smo jedno“ predstavlja revolucionarnu skulpturu koja ujedinjuje, transformiše i simbolizuje ravnotežu kroz čistu nameru. Izloženo je i živi, i poziva da se doživi u Atelier Muranese u Veneciji.
Izlagala je na brojnim samostalnim i grupnim izložbama u Srbiji, Italiji, Sloveniji i Austriji. Njena dela nalaze se u privatnim kolekcijama širom Evrope i Sjedinjenih Američkih Država, uključujući i Kaliforniju.
Jelena živi i stvara između Srbije i Italije, neprestano istražujući granice umetnosti, simbolike i svetlosti, koristeći staklo kao svoj glavni izraz.

DDOR OSIGURANJE | Unipol GROUP

Generalni sponzor za umetnicu
Jelenu Borovčanin za 2025.

WE ARE ALL ONE
THE FIRST SCULPTURE IN MURANO HISTORY
WITH AN EMBEDDED ORIGINAL COIN



Umetnost Jelene Borovčanin nije nastala kao izbor – već kao poziv. Staklo je odabralo nju.
U najčistijoj materiji koju priroda i čovek mogu da stvore – staklu – njen unutrašnji glas pronašao je medijum kroz koji energija postaje vidljiva, opipljiva, svetlosna.
Staklo nosi moć pročišćenja, suptilnosti i transformacije: ono propušta svetlost, ali je istovremeno reflektuje – umnožava – vraća svetu drugačiju, uzvišeniju. Upravo ta refleksija umnožavanja postala je centralni kod Jeleninog stvaranja.

Njena umetnost govori o povezanosti svega što postoji, o energiji koja protiče kroz čoveka, prirodu i univerzum – o svetlosnom toku koji stanuje u svakom atomu postojanja. Svako delo budi u posmatraču unutrašnji osećaj uzdizanja, topline i sećanja na sopstvenu suštinu – na ono što jesmo kada skinemo sve maske.
Radeći sa staklom, Jelena ne stvara samo formu – ona unosi ton, glas i vibraciju u svaki prostor. Njen rad ima frekvenciju koja ispunjava ambijent svetlošću, rafiniranošću i tihom moći. To je luksuz koji se ne vidi – već oseti pod kožom.
Umetnica veruje da svet treba posmatrati srcem, a umetnost – dopustiti joj da nas pomeri iznutra. Zato njene skulpture i slike nisu dekor – već energetski instrumenti, kroz koje prostor počinje da diše drugačije.
Ona kaže: „Moja umetnost ide sa mnom i kroz mene – kao glas koji ne pripada samo meni, već svetu koji želi da nas podseti da smo svi svetlosno povezani.“

JELENA BOROVČANIN – BIOGRAPHY

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Saatchi Art profile: Jelena Borovcanin

Jelena Borovčanin (1987) is a contemporary artist from Serbia, known for her distinctive expression in the field of glass art, where she combines glass mosaic, original coins, painting, and sculpture. Her works emerge from deep intuition and a philosophical approach to art, exploring themes of spiritual growth, inner transformation, and universal connection through energy and light.
Her primary medium is glass — a material that, as she describes, "chose her" after an extraordinary encounter that marked the beginning of her artistic journey.

Jelena is the first artist in the history of Murano to design and realize a sculpture with an embedded coin, created in collaboration with the masters of New Murano Gallery. The work "We Are All One" is a revolutionary sculpture that unites, transforms, and symbolizes balance through pure intention. Exhibited and alive, inviting to be experienced at Atelier Muranese in Venice.
She has exhibited in numerous solo and group exhibitions in Serbia, Italy, Slovenia and Austria. Her works are part of private collections across Europe and the United States, including California. Jelena lives and creates between Serbia and Italy, constantly exploring the boundaries between art, symbolism, and light, using glass as her main form of expression.

DDOR OSIGURANJE | Unipol GROUP

General sponsor for artist
Jelena Borovčanin for 2025.

The art of Jelena Borovčanin was not born out of choice — but out of a calling. The glass chose her. In the purest matter nature and man can create — glass — her inner voice found a medium through which energy becomes visible, tangible, luminous.

Glass carries the power of purification, subtlety and transformation: it allows light to pass through, yet simultaneously reflects and multiplies it — returning it to the world in a more elevated form. This "reflection of multiplication" has become the central code of Jelena's creation.

Her art speaks of the interconnectedness of everything that exists — of energy flowing through man, nature and the universe — of a stream of light inhabiting every atom of existence. Each piece awakens in the observer a sense of upliftment, warmth and remembrance of one's own essence — of who we are when all masks are removed.

Working with glass, Jelena does not create merely a form — she brings a tone, a voice, and a vibration into every space. Her work has a frequency that fills the ambience with light, refinement, and silent strength: a luxury that is not seen — but felt beneath the skin.

The artist believes the world must be looked at with the heart — and art allowed to move us from within. That is why her sculptures and paintings are not decoration — but energetic instruments through which a space learns how to breathe anew.

As she says: "My art goes with me and through me — as a voice that does not belong only to me, but to the world that wants to remind us that we are all connected by light."

AMG

Jelena Borovčanin