

Luka Beograd took part in a charity “Cow parade”

During the summer months, cows adorned the favorite promenade in Belgrade. The painting took place at the property of Luka Beograd, with the participation of many public figures and the artists from SOHO BG district.

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Luka Beograd is always taking an active participation in various events and actions that help make Belgrade even more attractive. This time too we were more than willing to take part in a charity “Cow parade” which has started at the initiative of “Imlek” Co. by painting the cow sculptures on Luka Beograd’s property.

Many public figures from all walks of life have participated and being there and by helping paint the cows have showed support and helped promote this charity to the general public. The artists from “Diversus Visum”, Isidora Ivanović and Filip Dapčević who are also members of Luka’s artists’ district SOHO BG, has also painted one of the cows.

During the summer months, cows adorned the favorite promenade in Belgrade - from the Terazije Square down the whole length of the Knez Mihajlova Street, as was the case in many other European capitals.

The auction that was organized by “Imlek” marked the end of this charity. Luka Beograd bid for the SOHO BG cow, and we donated the money to the Center for protection of infants, children and youth. This institute has been helping children that have no possibility of staying with their natural families for the past 125 years.

The painted SOHO BG cow was given as a gift to our neighbor – the “Neven” kindergarten, one of the oldest kindergartens in Belgrade. The children greeted their new and very different toy with great joy and delight.

Luka Beograd