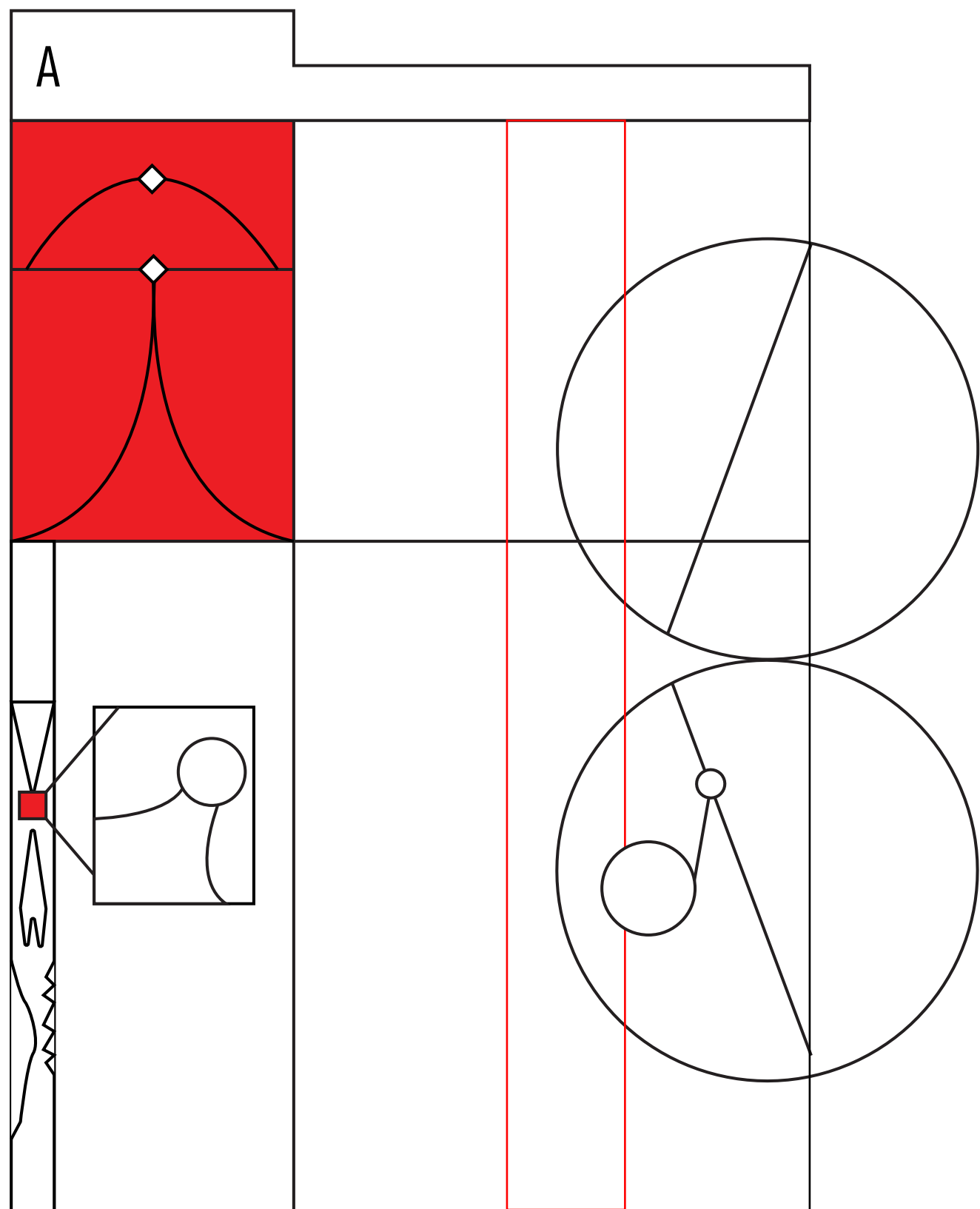




CARTOGRAPHILION.COM Mapping society through  
archives and theory

info@cartographilion.com

ARTISTIC  
RESEARCH  
2023-2025

cartographer

Admir Veljovic

instagram @cartographilion

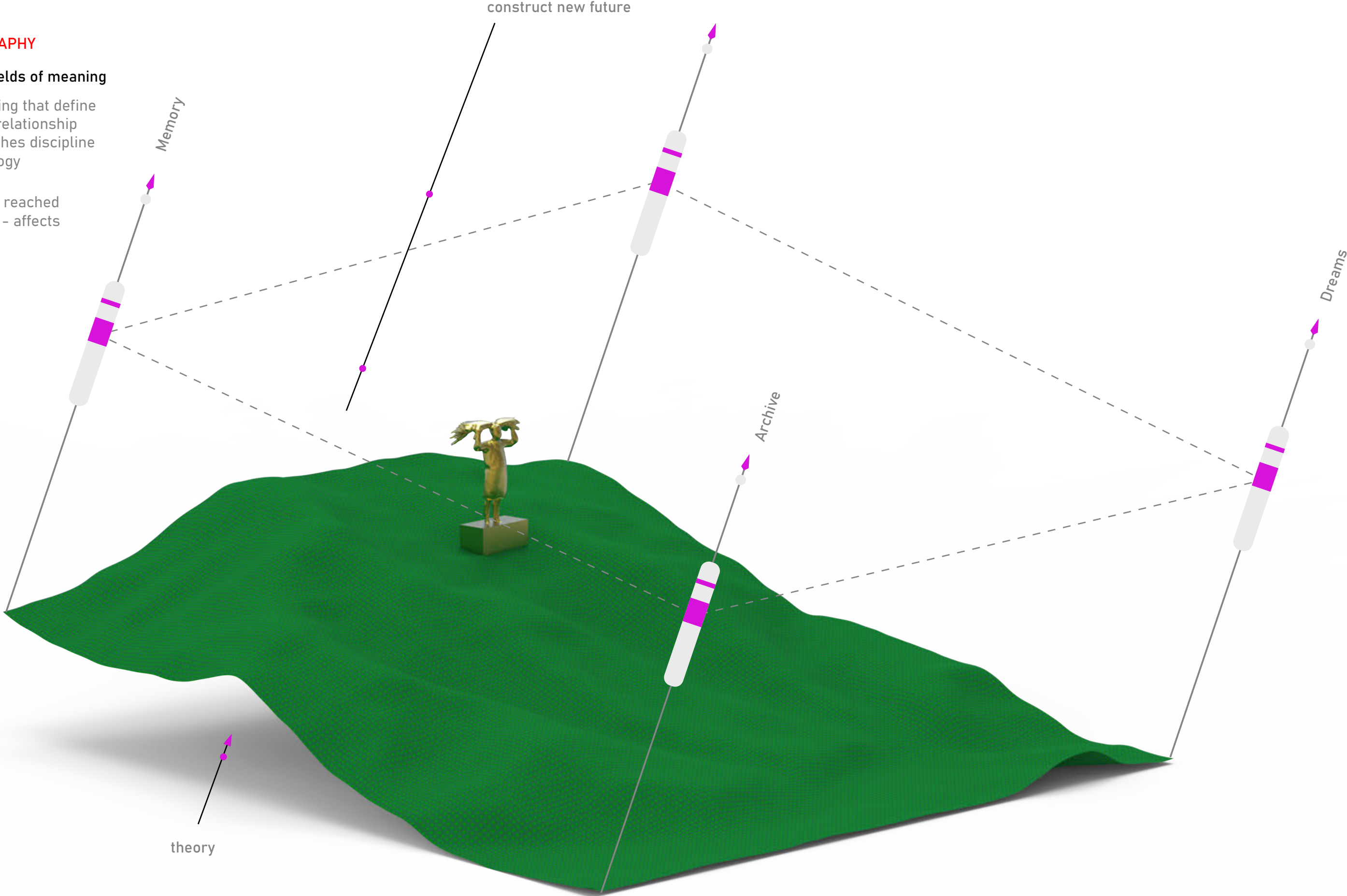
HOW • CARTOGRAPHY

Reconsturction of fields of meaning

Consensus of meaning that define field when codifies relationship and coding that teaches discipline of governing - ideology

Break of meaning is reached with force intesities - affects

TOPOS OF MEANING



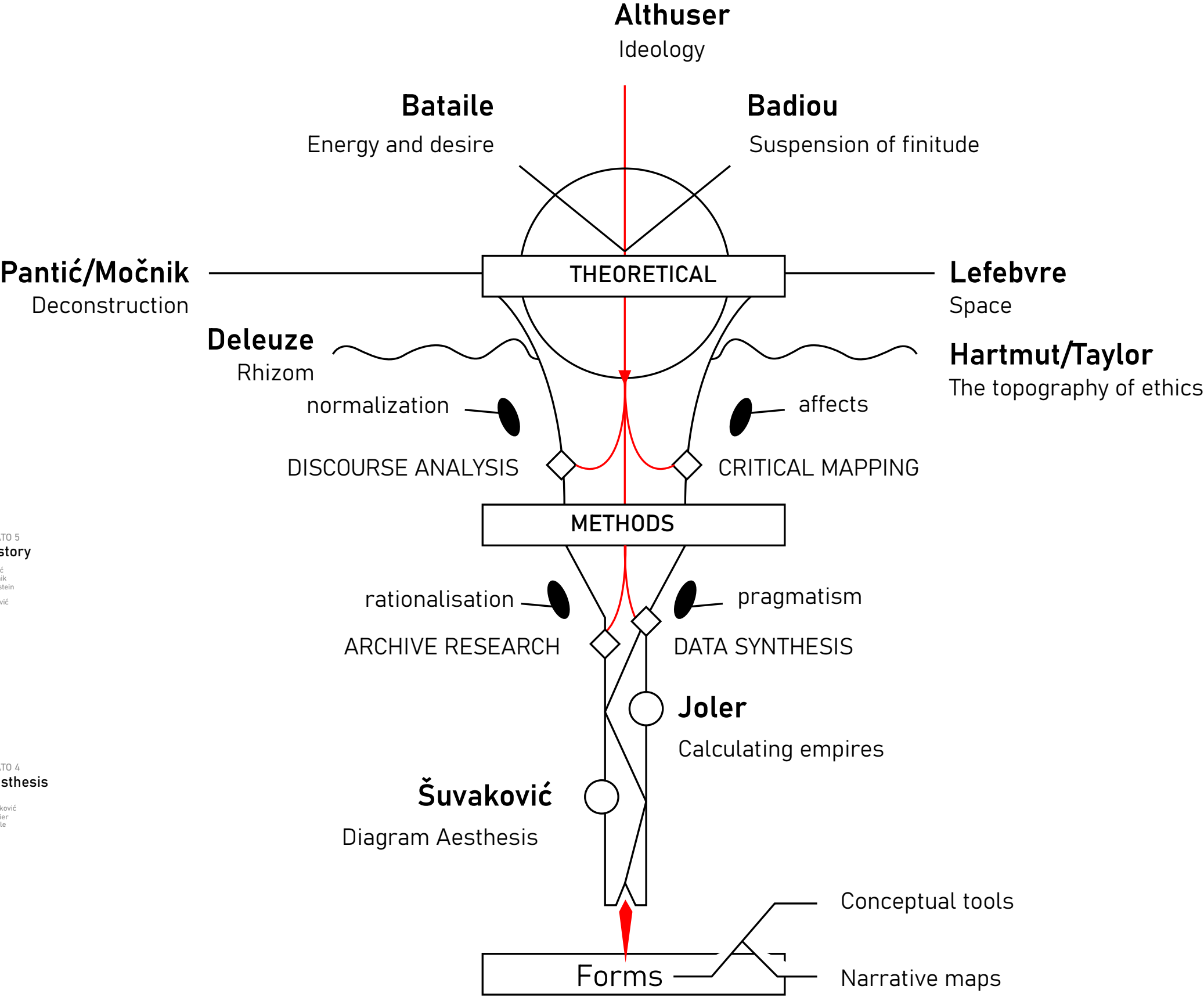
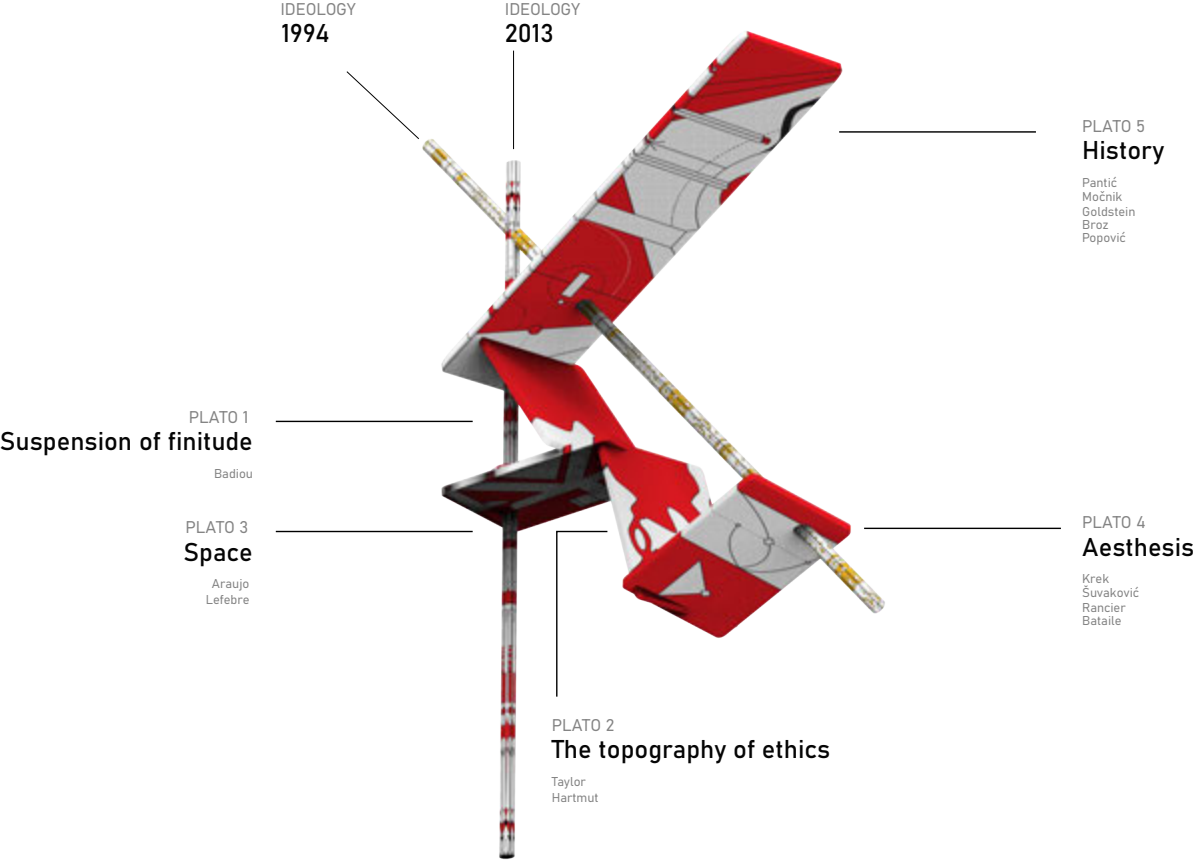
# Contextualization of meaning

maps - diagrams - performance - post conceptual contemporary practice

This is a permanent rehearsal of practice to create a rhizomatic terrain that counters the normalized flattening of 'copies.' Societal practices are decoded and recoded through the geography of history to synthesize knowledge by creating hierarchical layers that anti-normalize established hierarchies of meaning

Developed in dialogue with Miodrag Šuvaković and Vladan Joler

# The Methodological Compass in the sea full of capitalist memory pirate hijackers



# Case studies

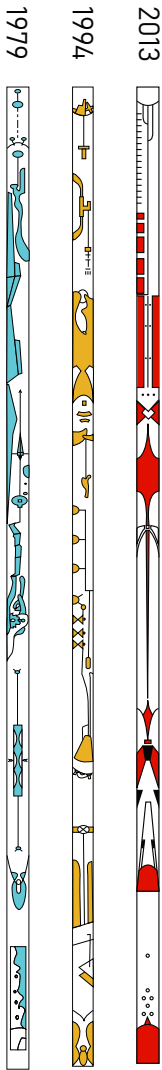
## Inquiry #1: Microfilm of Discourse

Dance of the ideological interpelation (1 second)

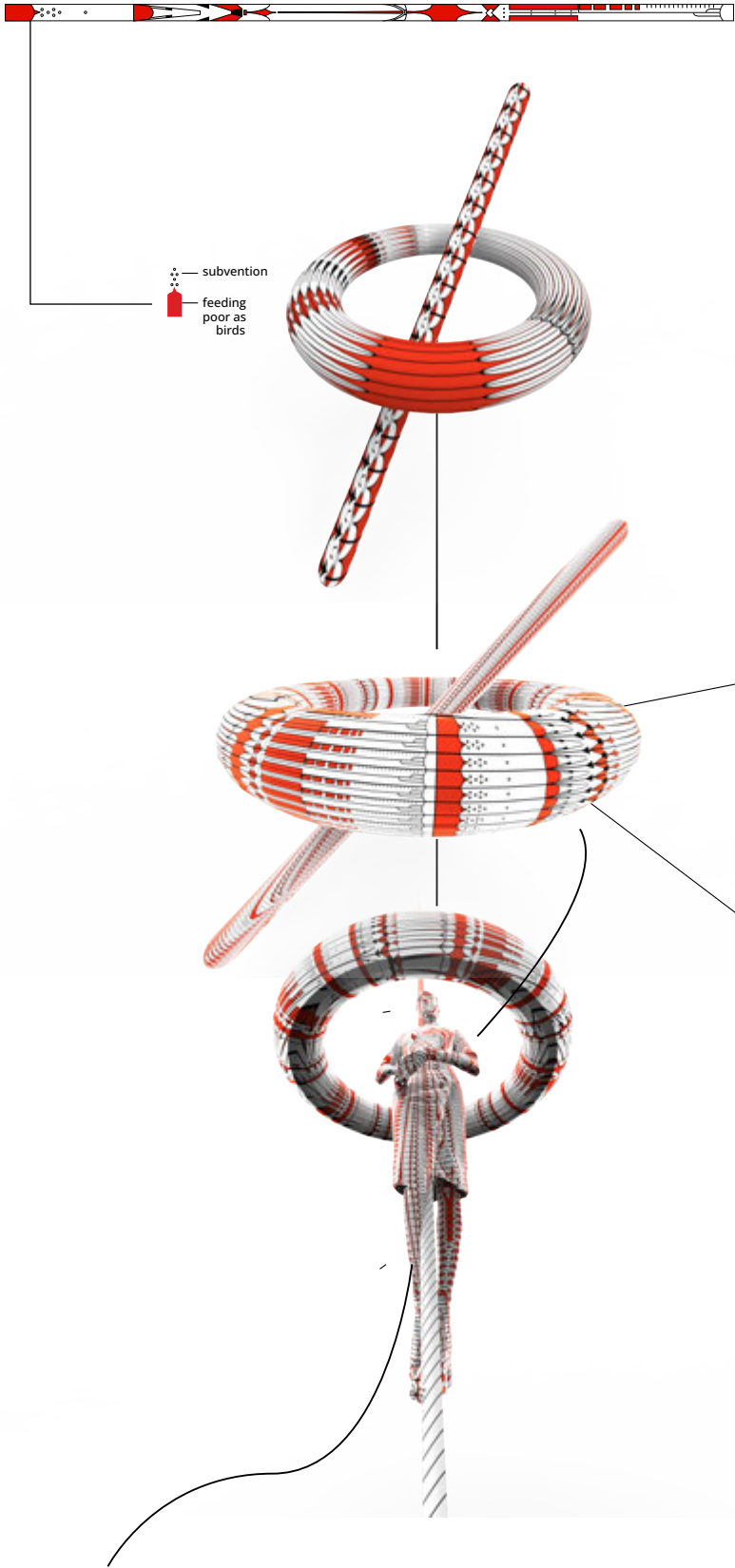


Excerpt from  
2:21 minute  
length video

Performance in Sende, Senderiz



All ideology has a defining function:  
to 'constitute' concrete individuals as subjects.  
I imagine it as a spiral, and microfilm is its contextual development



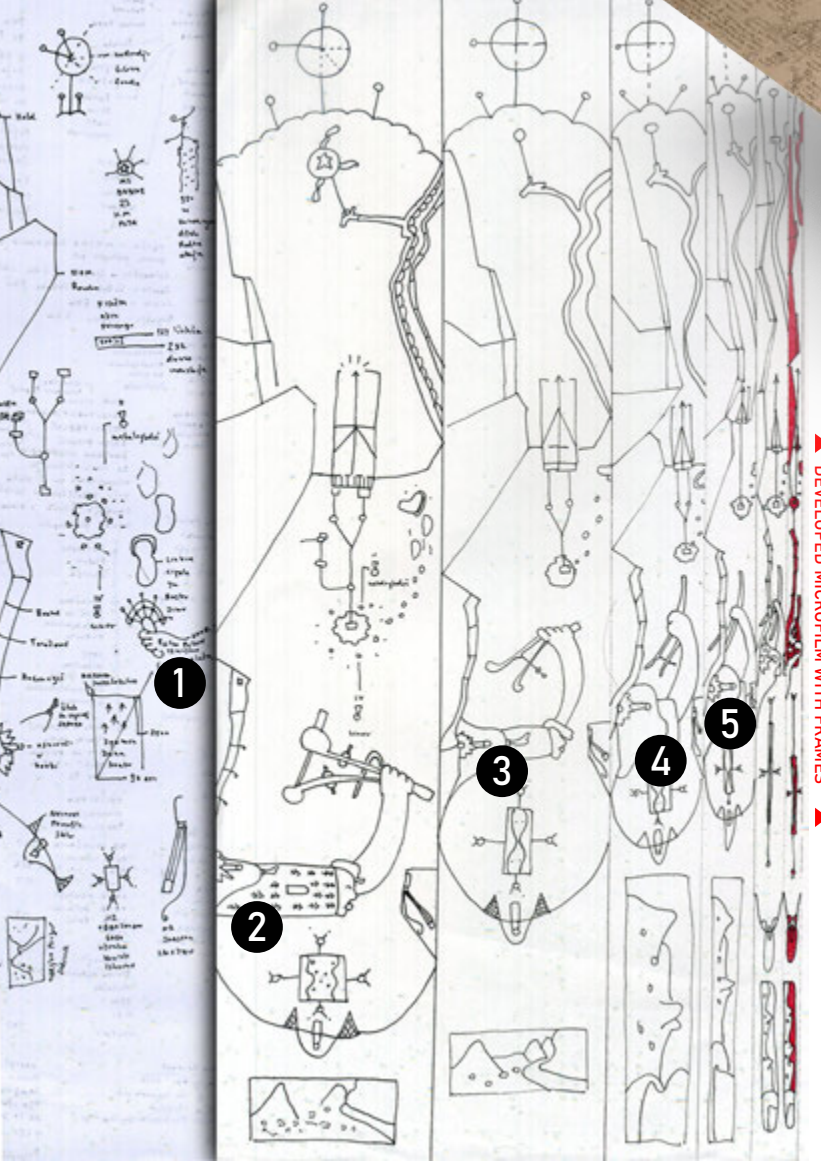
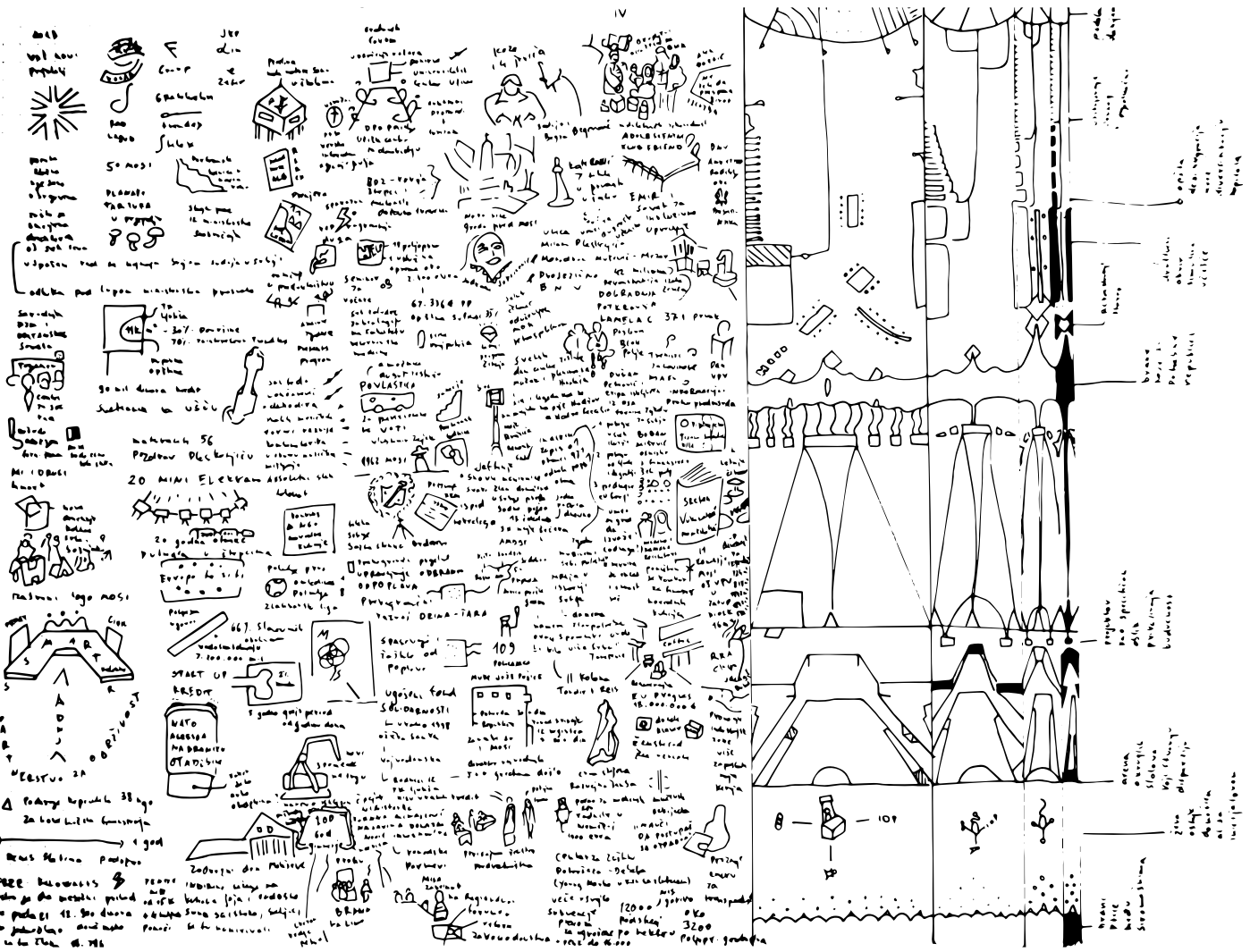
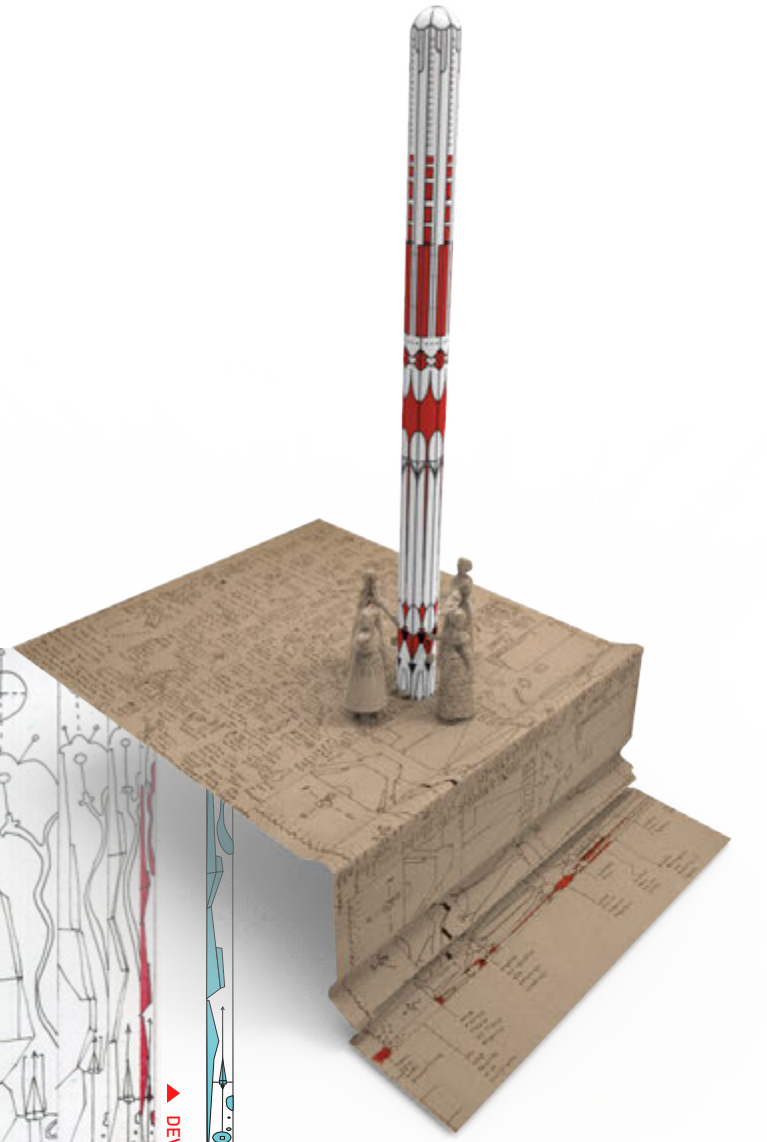
# Case studies

## Inquiry #1: Microfilm of Discourse

**Research Question:** How does the language of ideology transform over time within a local media context?

**Archival Source:** Analysis of the Polimlje newspaper (Prijeapolje) from 1979, 1994, and 2013.

**Method:** Visual contextualisation



DEVELOPED MICROFILM WITH FRAMES

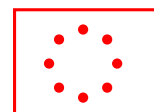
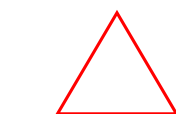
6

2023 | Cartography

## Inquiry #1: Microfilm of Discourse



(dreams



1979



Frame 1  
Titov fond

**Frame 2**  
23km puta  
u MZ Babine  
i Kamena  
Gora

Frame 3  
Dom Revolucije  
Hotel Mileševa

Frame 4  
Prosek  
990E neto

### Frame 5

#### Takmičenje metaloglogdača

**Frame 6**  
Livnicine čizme  
u Rusiji

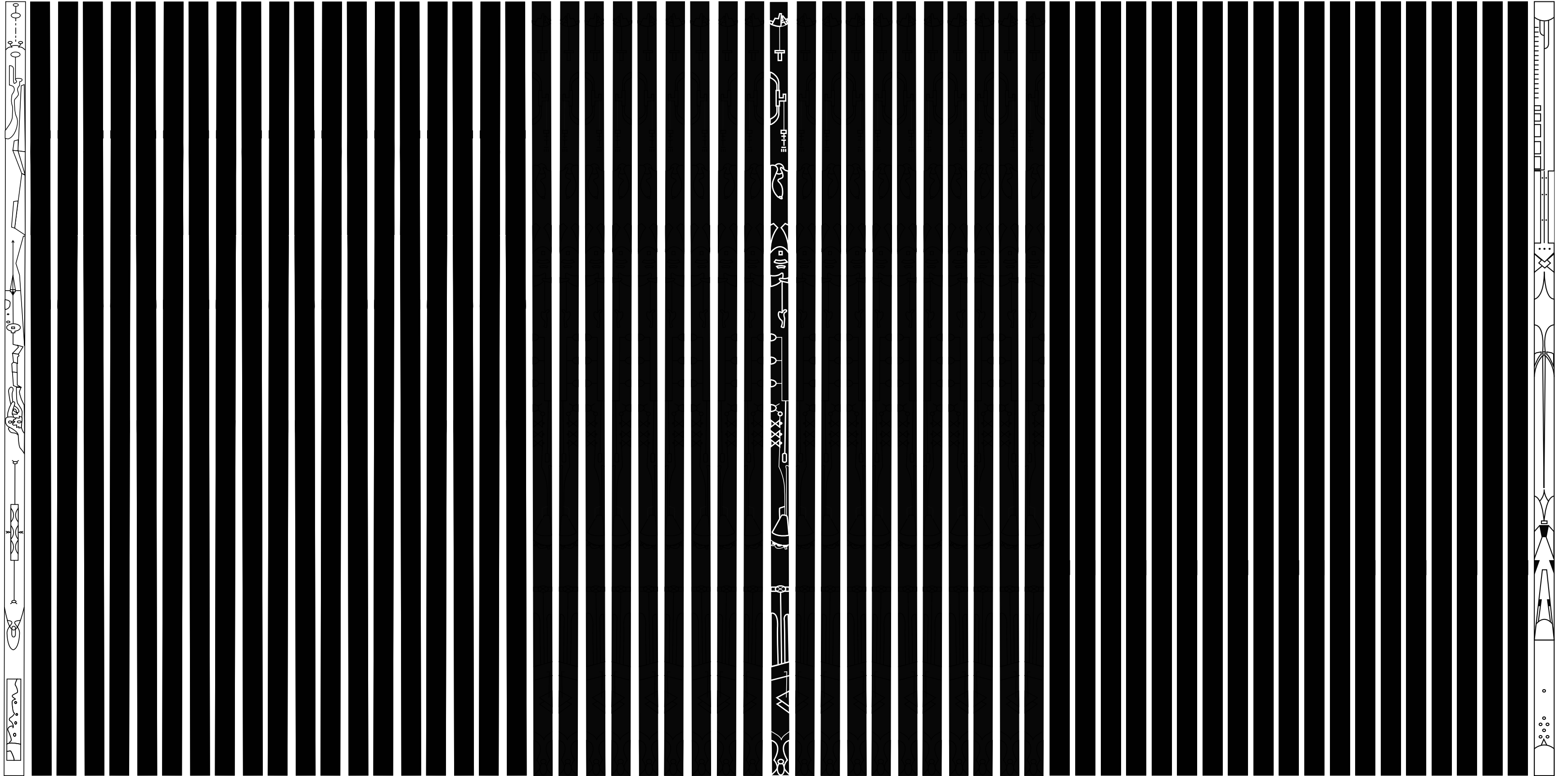
**Frame 7**  
Spomen šuma  
Miloša Steljića

**Frame 8**  
Zaposleni OOUR Drvna industrija  
spajaju se sa Javorom

Frame 10  
SIZ Obrazovanja o đlačkoj ishrani

Frame 11  
Neimari i stela

**Frame 12**  
Varljivo proleće  
na Jadovniku

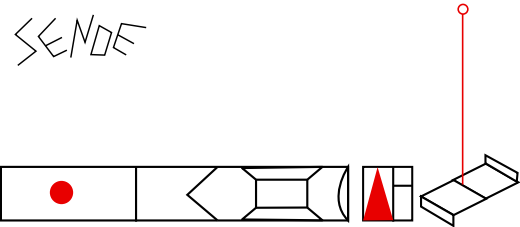


▲ DEVELOPED MICROFILM 1979

DEVELOPED MICROFILM 1994 ▲

DEVELOPED MICROFILM 2013 ▲

# Case studies



## ArchMapLab

### Inquiry #2: ArchMApLAB

**Location:** Senderiz, Spain

**Space - program**

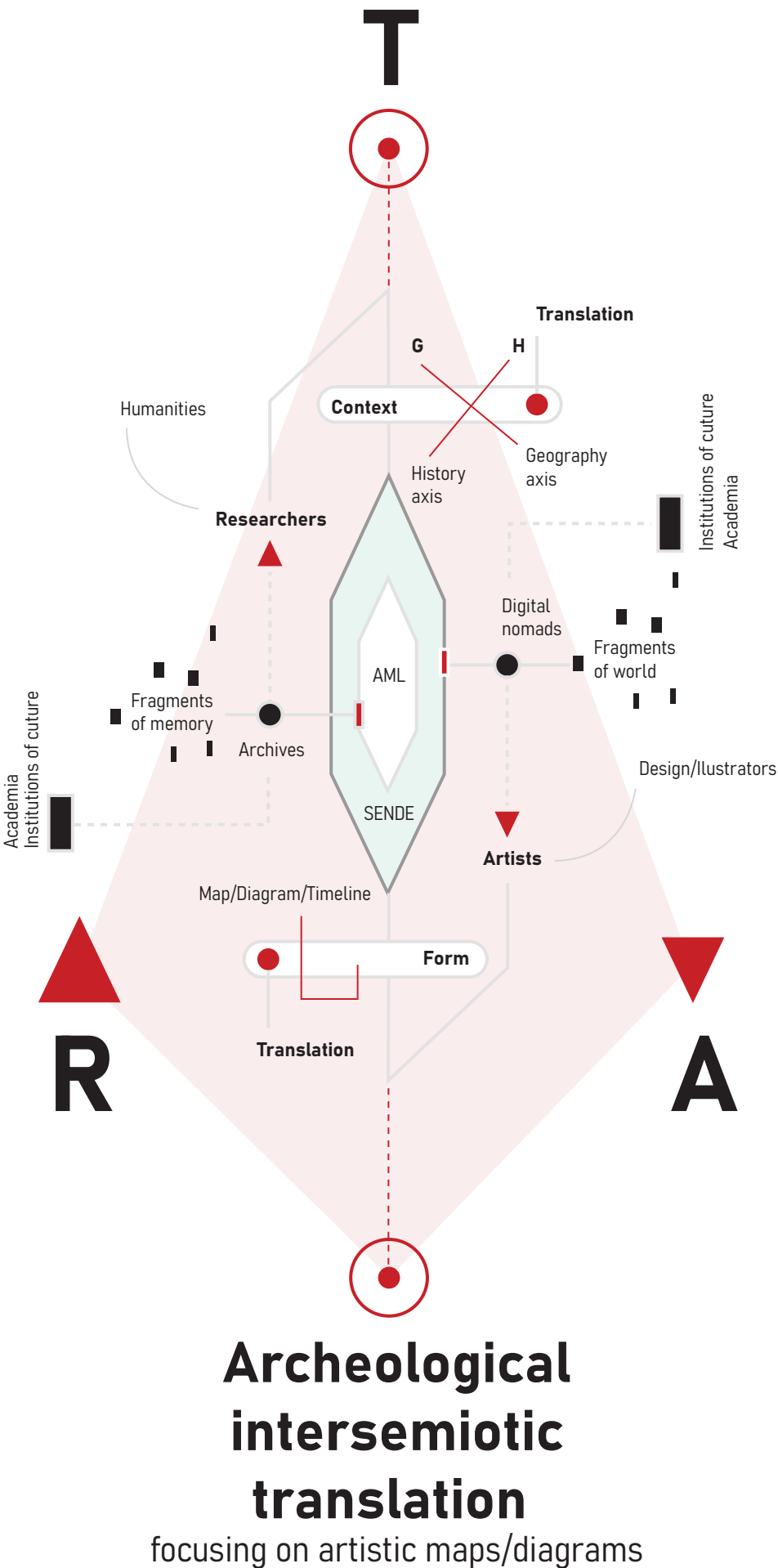
ArchMapLab (AML) is a program based in Senderiz, Galicia, Spain. Functioning through the Sende coliving space, AML aims to create archeological intersemi-otic translations into artistic forms such as diagrams, maps, and timelines. AML connects researchers with artists through a mediator. This mediator guides the process, translating research questions into a broader historical and geographical context (spatializing time). A second translation of this context occurs through form, as artists design maps and diagrams. This program connects academia with cultural institutions, converting archives into a form for public dialogue while enriching academic researchers through a student summer school program.

**Research Question:**

How can we connect disparate institutions of knowledge (archives, libraries, museums) into a cohesive research map?

How to map terrain of memory and how to syntetize, compress and contextualize it?

**Method:** Conceptual framework development and tool design for encoding research.



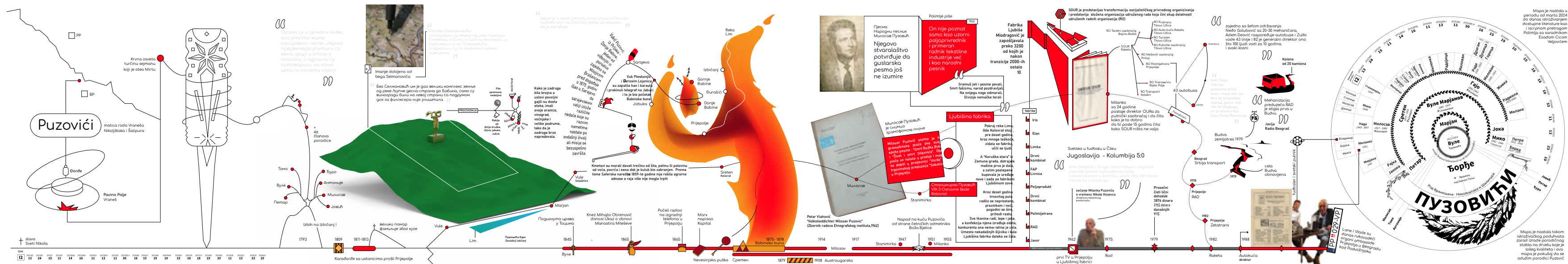
## Inquiry #3: Distaff of family

Genealogical mapping / Narrative Weaving / Socio-Historical Layering

**Research Question:** How do the grand narratives of history—changes in political regimes, economic systems, and social contracts—inscribe themselves upon the intimate, material reality of a single family as narrative weaving ?

**Archival Source:** The living memory and material traces of the family . This includes oral histories, personal anecdotes, photographs, official documents (birth certificates, property records), and the geographic locations of home, work, and migration.

**Method:** This project practices a "micro-historical cartography." It treats the family not as a passive subject of history, but as a sensitive instrument through which macroscopic changes are recorded, resisted, and refracted



# Case studies

## Inquiry #4: Fixar project

**Location:** Senderiz, Spain

**Research Question:** How can we connect disparate institutions of knowledge (archives, libraries, museums) into a cohesive research map?

**Method:** Conceptual framework development and tool design for encoding research.

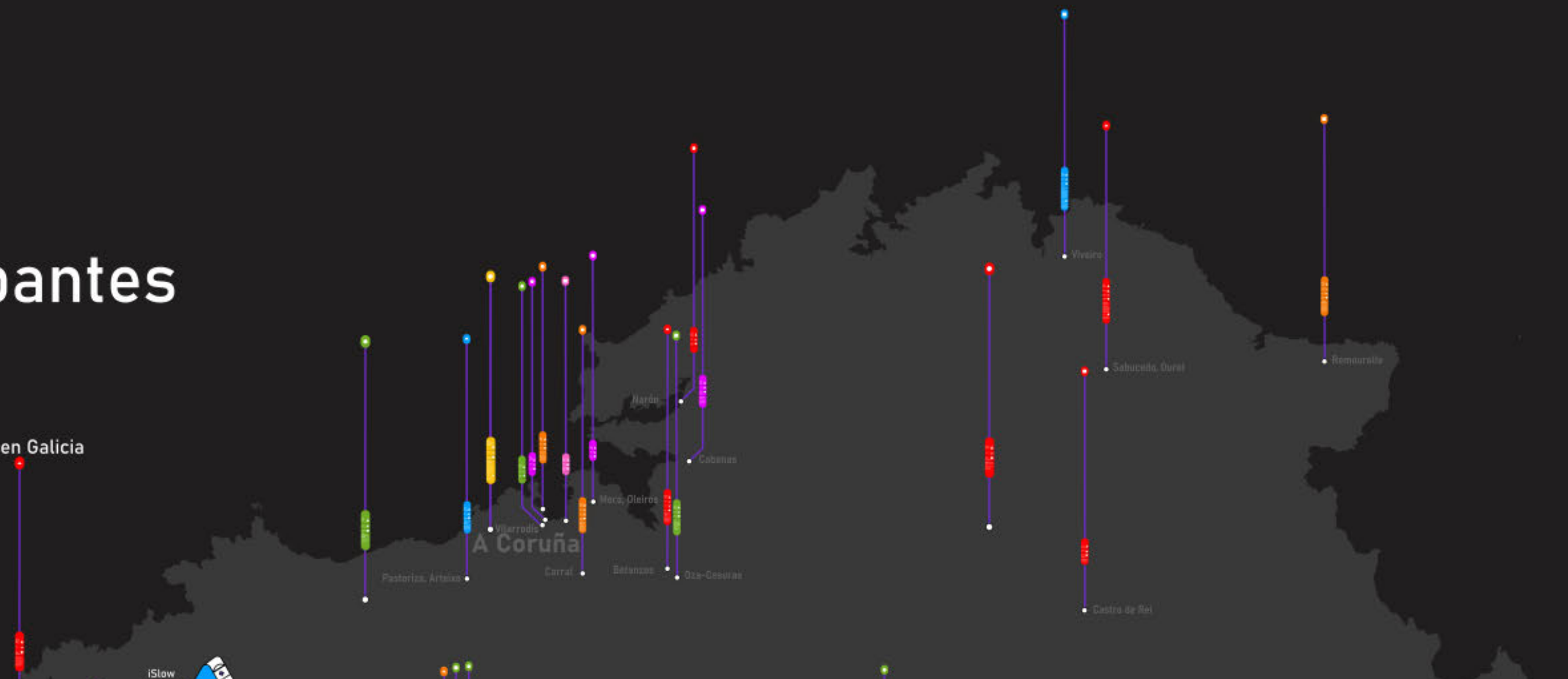


## O mapa de participantes de Fixar

O mapa de persoas que fan cousas en Galicia



Este mapa lese amodo,  
facendo zoom para achegarse e afastarse.



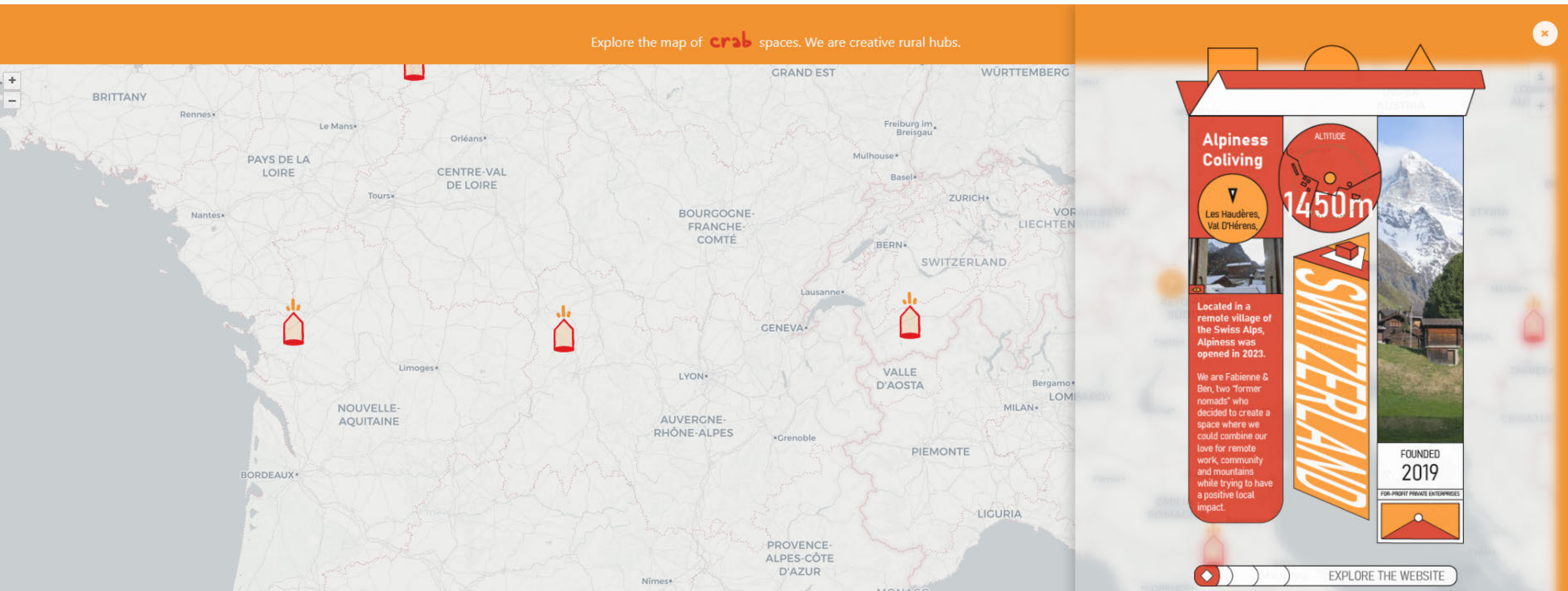
# Case studies

## Inquiry #5: Crab Space project

**Location:** Senderiz, Spain

**Research Question:** How can we connect disparate institutions of knowledge (archives, libraries, museums) into a cohesive research map?

**Method:** Conceptual framework development and tool design for encoding research.



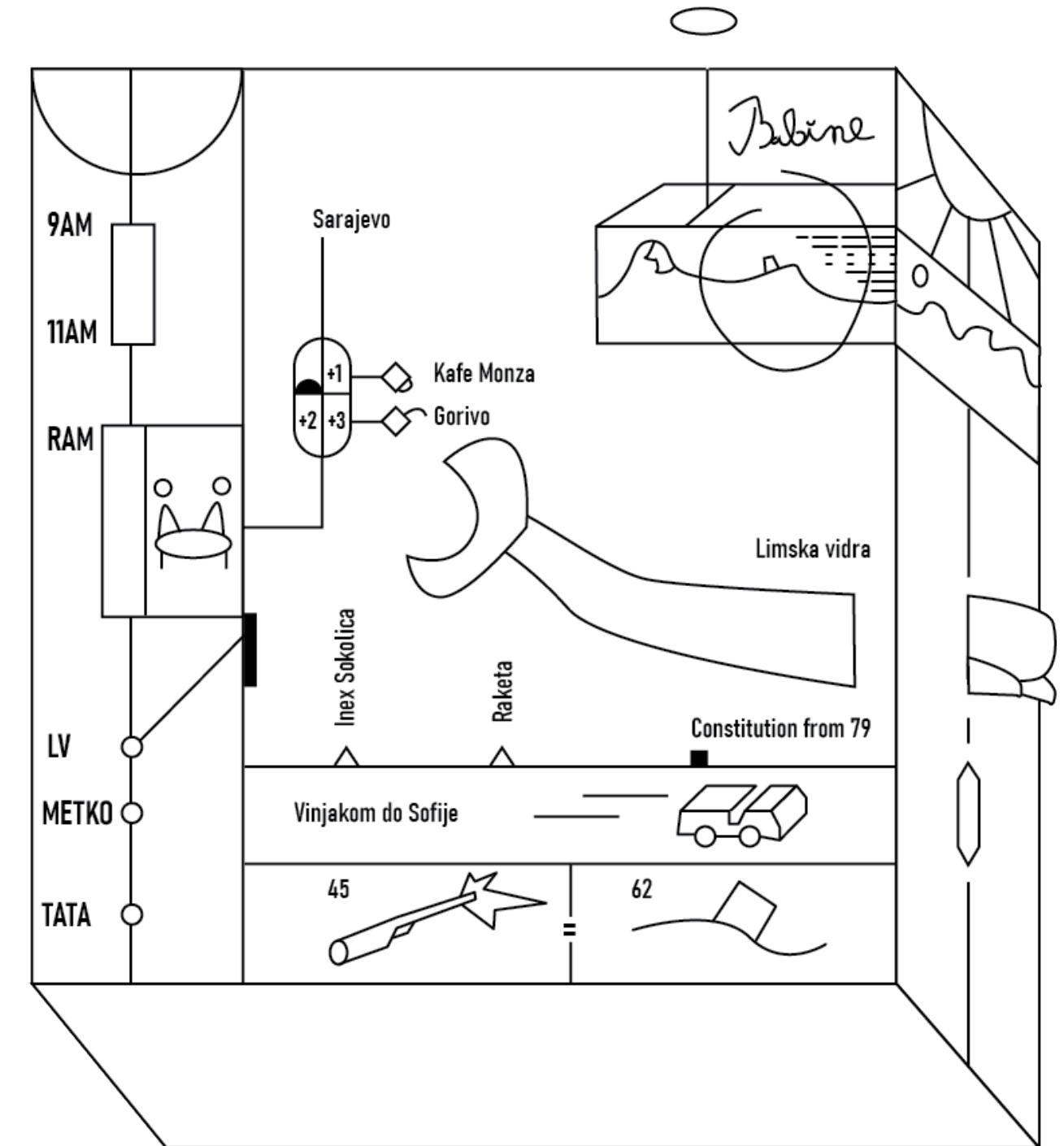
# Case studies

## Inquiry #6: Hypomnemata

**Research Question:** How can the totality of a lived moment—its memories, stories, geographical context, and vast historical echoes—be captured and represented outside of linear chronology?

**Archival source:** The primary archive is lived experience itself: a single day, a conversation, a personal memory, or a discovered story, treated as a node connecting to vast temporal and spatial networks.

**Synthetic Representation:** Populating these scales with heterogeneous materials: diagrams, illustrations, archival fragments, personal notes, maps, and timelines. These elements do not just describe the moment; they encapsulate and contextualize it.

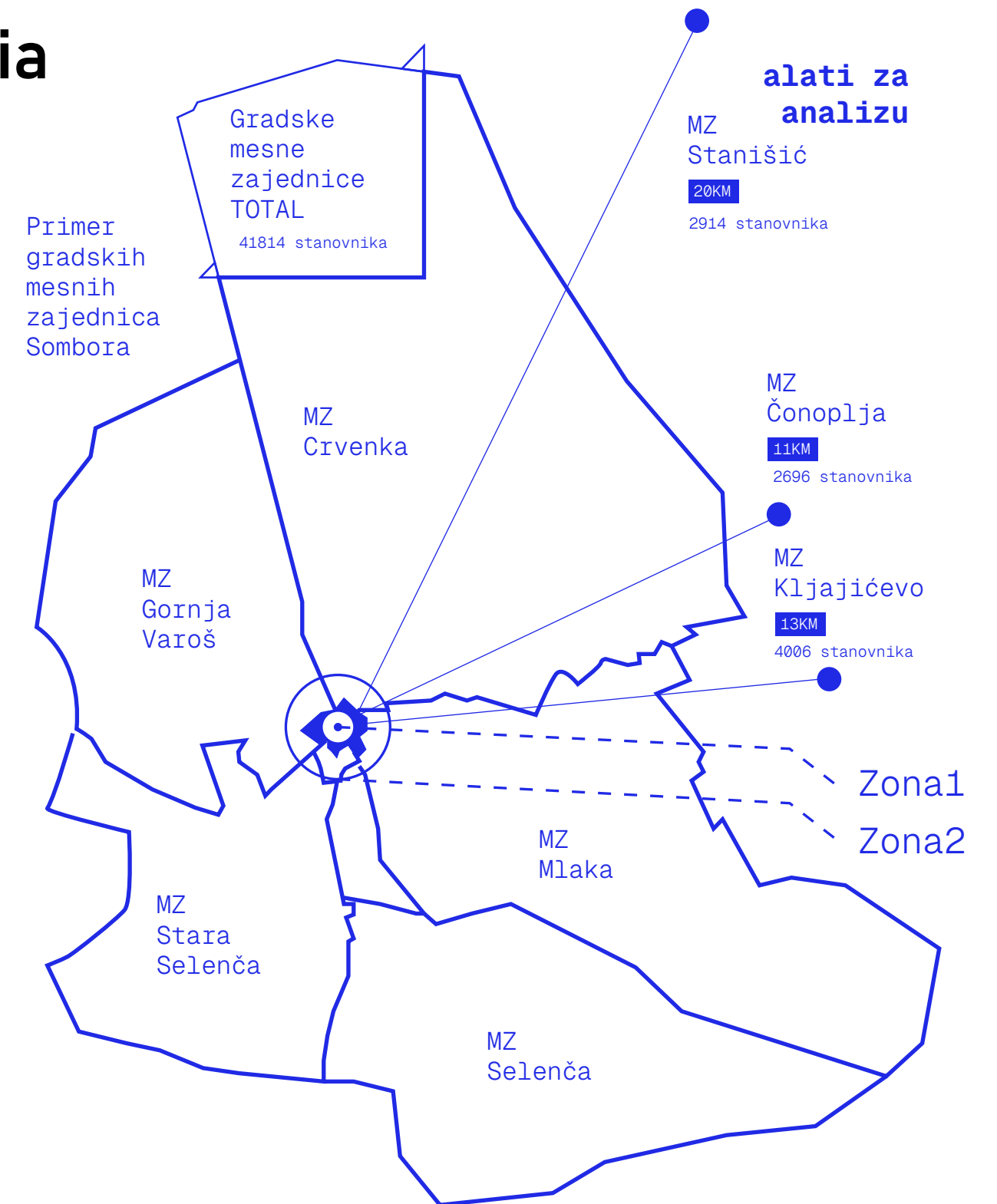


# Case studies

## Inquiry #7: Contextualization of youth policy of Serbia

**Research Question:** How can abandon fabricating same plans without contextualisation based on theory where intervention are meaningful and resources are being carefully distributed ?

**Method:** Documents, analysis, contextualisation method development at [learn.youth.rs](http://learn.youth.rs)



# Case studies

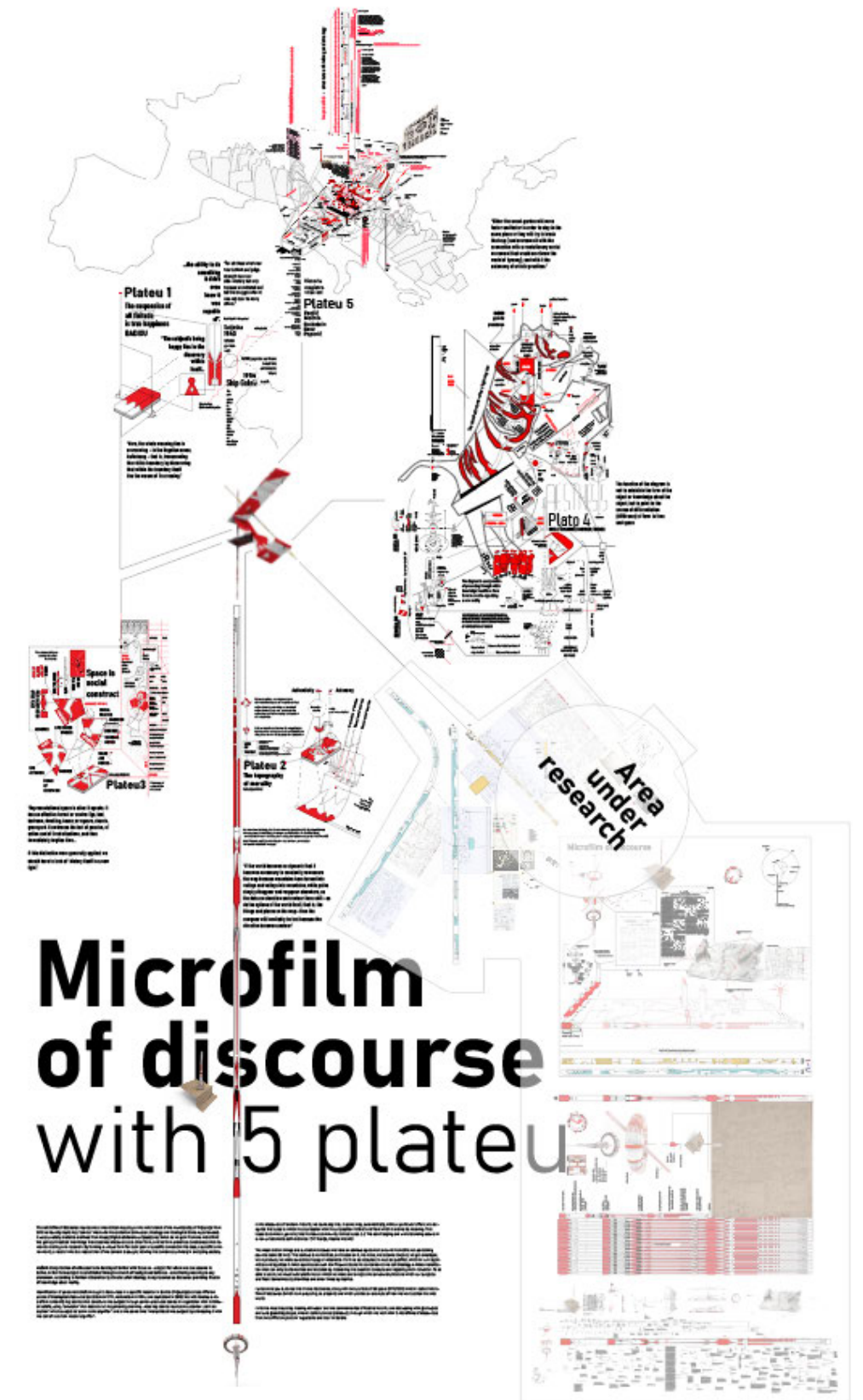
## Inquiry #8: 5 plateaus of ideological

**Research Question:** What are the fundamental, overlapping structures that bind subjects to ideology, and how can we map their operations?

**Archival source :** This is a meta-inquiry. The source is the theoretical work of Louis Althusser, Slavoj Žižek, and Renata Salecl, observed through the lens of everyday life and your other research projects (like Microfilm of Discourse).

**Method :** The plateaus are not stages, but simultaneous, interconnected planes of analysis. They are a method of seeing. Each plateau provides a different lens for decoding the same social phenomenon:

This framework does not produce one map, but informs how all your maps are read. Its output is the analytical depth in projects like Microfilm of Discourse, where a newspaper article can be simultaneously analyzed for its interpellative call, its institutional origin, its ritualized consumption, and its fantasy structure.



# Case studies

## Inquiry #9: Dashboardcast

**Research Question:**  
How does the multi-window, synchronous format of the dashboardcast create a new form of historical narrative through the juxtaposition of personal archives, global data, and theoretical reading?

**Contextual Focus:** The on-screen simultaneity of a scanned family photo, a timeline of a hidden historical event, and a passage from a philosophical text.

**Method:** Interface Semiotics & Montage Analysis. Analyzing the meaning generated by the specific arrangement and combination of different media types on the screen in real-time.



# Synoptic Project Table

| Project name           | Key Question                                                               | Primary Method                                 | Theoretical Frame                            | Output                                   |
|------------------------|----------------------------------------------------------------------------|------------------------------------------------|----------------------------------------------|------------------------------------------|
| Microfilm of Discourse | Language of Ideology                                                       | Discourse Analysis                             | Althusser, Močnik                            | Visual Map                               |
| ArchMapLab             | Synthesizing Knowledge                                                     | Systems Design                                 | Sende, Heterotopia                           | Conceptual Tool                          |
| Distaff of family      | History & Micro-Space                                                      | Archival/Genealogical                          | Levefebre                                    | Narrative Timeline                       |
| Fixar / CrabSpace map  | Community Resources                                                        | Participatory Mapping                          | Applied Practice                             | Public Utility Map                       |
| Hypomnemata of Time    | How can a lived moment be captured in its full temporal and spatial depth? | Foucault's Hypomnemata, Deep Time, Rhizomatics | Multi-scalar assemblage & material philology | Non-linear Dossiers / Visual Assemblages |

# Biography

Admir Veljović is a researcher and cartographer based between Prijepolje and Senderiz, whose work explores the intersection of critical theory, archival practice, and map-making. They are a member of the Sende workshop, a collective dedicated to the 'permanent rehearsal of practice'

2008

Creator of municipal youth policy and strategic evaluation of policy impact through geographical emphasis on rural areas

2014

Co-creator of youth.rs, most prominent youth informative portal in Serbia in order to develop quality and informative content

2018

Establisher of website Proba Praxe (Rehearsal of practice) for art and theoretical research

2019

Communication specialist on EU regional projects for Western Balkan Institute

● "BY LEAP" (IPA/2019/162473-7/6, 2020-2023) ● "VIRAL" (609755-EPP-1-2019-1-BA-EPPKA2-CBHE-JP, 2020 – 2022) ● "DigitA" (2019-1-IT02-KA204-063200, 2019 – 2021) ● "EMBRACE HE" (2019-1-UK01-KA203-062148, 2019 – 2022)

2021

Transmedia introduction with experimentation in youth information contextualization

● "Information as community" (Supported by Ministry of youth and tourism, CEGRAD,2023) ● "Voice of history" (Campaign for Woman forum,2021) ● "How to inform generation Z?" (Supported by Ministry of youth and sport, CEGRAD,2021)

2022

Bachelor Faculty of media and communications

2023

Start of cartographic practice and development of lab space in Spain

2026 Exhibition

# Belgrade (SRB) 4/26

Savez udruženja likovnih umetnika Jugoslavije Galerija SULUJ

Video projection on 6 meter print + sound montage of archive frames (26 min)

2013

1994

F3

Gift to the city

F4

Home of revolution

F5

134 apartments

F6

Hotel Mileševa

F7

Archive

Transcript

Sound  
Video  
Photos  
Maps  
Scans  
3D

Newspaper Polimlje  
6/1979

TRANSLATION

Frame

ideological frame 9/79

Builder

Rade Puzović invented  
12 tools for his colleagues

1979

Svadba u civarama

Exploration through analogue archive