

A Painter with Words & Sounds

Searching for Truth and Love through Light of the Spirit

Bob Djurdjevic, an IT industry expert, publisher, fighter for the truth in media, businessman, exceptionally gifted writer and artist, excellent pianist - is a man who paints pictures with words and sounds. For forty years he has been living abroad, the last 30 or so in the city of Phoenix, Arizona. We talked to him on St. George Day (May 6), the Patron Saint of the Serbian Medical Society (as well as of the country of Serbia) at the Museum of the Serbian Medicine.

What do you know about your roots?

The answer depends on how far back in the past you want me to go. About 300 years ago, my ancestors lived in Montenegro at Djurdjevic Tara (river & mountain), where I will be traveling tomorrow. During the Charnoyevich Migration of the Serbia (in late 17th century) they moved northward, and settled down near Belgrade, where I was also born.

I learned from genealogical research many years ago that at the start of the 14th century, my ancestors lived and had properties in and around Krusevac (in central Serbia). They were Serbian nobility who were forced to move northward as the Turks advanced into Europe from the Middle East. Originally, their properties were in the vicinity of Pella, which is today's northern Greece. Pella is the birthplace of Alexander the Great. I presume that that's why my Djurdjevic ancestors were nicknamed the "Greeks" by their neighbors.

I have been studying mythology and researching the spiritual history of man, but also his spiritual future. Which is how I have been connected to St. George's Day (today). Our surname originates from an ancestor whose name was Djuradj (George). He had a brother called Aleksa. I've heard that Krusevac is even today full of Aleksic's and Djurdjevic's.

[Translator's Note. The "ic" suffix in Serbian surnames is equivalent of the Scottish prefix "Mac", for example. So an anglicized version of the name Djurdjevic would be MacGeorge]

The Diaspora from all over has been nearing the heart of the motherland these days.



You are also proving the same point with your publications of the written truth – intended for global audiences. How do you explain that love?

The spirit of St. George is the reason. I cannot take credit. I am only a channel, a transmitter of the Spirit. As for the power of an individual, Confucius once said that a thousand mile journey begins with the first step. People are often afraid of undertaking big journeys, or moves or risks because of dangers that await them. And such a fear paralyzes them and prevents them from taking that first step. As I have learned through business and life's experiences, one always must lead by example and not by preaching. Those who possess a powerful spirit don't have to boast about it. People can feel it. And people follow those who can uplift their souls by the power of their spirit.

There are lots of doctors in your family. Tell us more about them.

I am actually the only one who is not a doctor. My sister is an MD, so is her husband, her daughter... My parents are a blend of the left and right brain. My mother was director of a museum, my father a forestry engineer. My sister lives in Sremska Mitrovica. At the moment, however, she is in Krasici (Montenegro), waiting for me to get there. I used to be her manikin when she was studying medicine. She would practice by bandaging me. She is almost 10 years older so I was smaller and suitable for such exercises.

Translation of an interview published in WHITE magazine

Your computer knowledge opened the doors to you to one of the world's leading IT companies (IBM). How did that happen? Obviously, your education and talent had preceded it, but what sort of a role did courage and consciousness play when you undertook such challenges?

It all happened by coincidence. It was the first job offered to me. I only had \$200 when I arrived in North America and could not afford to be choosy. Before that, I had worked over here on computers with a young American woman via IBM in Slovenia. That job did not last long, maybe six months. After that, I left for North America and got a job with IBM. But that did not last very long, either – about eight years. Since 1978, I have been running my own business – Annex Research. Its 30th birthday is coming up right now, on May 15.

You started at the bottom, and now you are an advisor to top IBM executives?

Yes. But not just IBM's. Top executives of many leading IT companies are my clients. They are all interested in future industry trends. I am helping them formulate strategies that fit my vision of the future. It is always best to sail with a tailwind at your back.

We are living today in a computer era. Media is not just the seventh but the first force. Only art has remained where it was, trailing the sciences. With you, all this is in the first place – information technology, media, art... How do you manage to keep it all in order?

I use both my left and the right brain. Why I can do both, I do not know. I often give lectures on the subject of reunification of arts and sciences. I first wrote about it was back in 1994, when I published an article titled "[Refusion of Arts and Sciences](#)." The inspiration for that was the silicon chip. I said that the silicon will correct an anomaly that happened in the last two centuries when the industrial era created an unnatural distinction between arts and sciences. Imagine if today someone were to ask Leonardo da Vinci if he considered himself an artist or a scientist? If I were Leonardo, I would have replied, "I have no idea what you're talking about. What is the difference between arts and sciences?" That was the key



Na konju, Lejk Luis, Kanada



Skok sa stene u Dubrovniku, 1963.

point of that 1994 article. Afterwards, I also talked about it in dozens of cities around the world.

In today's world of the Internet and web design, one has to use both the left and the right brain to be able to navigate through all the new functions. And so the refusion of arts and sciences is becoming more obvious. It was a tragedy that the industrial era neglected a much more complex

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form of life – the arts, while emphasizing sciences that automated the simplest forms of life. Now, the silicon chip is helping return man back to nature.

The old Romans used the word “informare” in the context of formulating something. Today information also has to be formulated (to be useful). What does that mean to you?

It is an old proverb that “a word is more powerful than the sword.” That is even more important now because information is more accessible by a greater number of people. At about the same time as I wrote about the refusion of arts and sciences, I also published an article about how the Internet and PC revolutions would empower the individual and smaller companies to compete with the largest enterprises on a level playing field. I compared the creation of the PC and the Internet to the invention of gun powder, or more precisely that of a handgun. Thanks to that little pistol, every little girl or even a 90-year old lady can defend herself from every bully. Access to the Internet through a PC and the information that they provide equalizes the chances of an individual against much more powerful competitors. What I did with the Truth in Media in the 1990s is proof of it. It is an example of how one individual can make a difference, and successfully compete with giant global media organizations. As a result, millions of people were mobilized to the cause of the truth.

Tell us more about the Truth in Media.

Truth in Media is a non-profit organization that I started after my first visit to Belgrade in 1990, following a 20-year exile. Since the western media distorted the actual situation in the Balkans, the original purpose of the Truth in Media (TiM) was to better inform and educate the editors of the world media, their reporters, the American politicians, and the U.S. and other western diplomats about the events in the Balkans.

When I realized after two to three years that it was not a matter of ignorance but malice, the purpose was changed. The Truth in Media became one of the rare SOURCES of the TRUTH that it had fed the millions of people in American and around the world. Using the Internet as a medium, TiM explained to them directly the geopolitical reasons for the wars and suffering in the Balkans. At the height of the NATO bombing of Serbia in 1999, for example, I reported about the war situation there as a personal eye witness from Belgrade and other places in Serbia.

At the time, TiM ranked as No. 33 in the Internet world from over 40 million web sites in existence at the time. That was a real life example of the power of the PC and the Internet as well as of the human spirit. TiM stories attracted readers from all 50 American states and from over 100 countries around the world.

We hear that you even used theater art in this struggle?

Yes. I translated, adapted and later co-produced the play “The Professional” as part and parcel of the Truth in Media efforts. The drama was performed in San Francisco, London and New York. I wanted to show the western public that these allegedly uncivilized people (the Serbs) can produce truly unique world class theater art. Indeed, the accolades the play received from the otherwise very tough critics in the theater world were incredible. And to the media it was even more incredible when they asked me how many plays I had done before. I say, none. And what new dramas are you working on now? I say, none again. This is the one and only. They could simply not comprehend that one can do something once, achieve great success, and then leave it without trying to replicate success.

Music is known for being able to uplift and erase the boundaries of space and time; for having a healing effect. You like to play piano. How to you experience music?

Music is my first love. I left it because of work, wars, and other priorities. While my children were growing up, I did not play much. I returned to it three years ago. I bought an antique piano which looked beautiful but had a bad sound. So it was really hard to get a lot of joy out of playing it. Which is why I had its strings, hammers, everything inside... completely replaced earlier this year.

Of course, music has a healing effect, especially on the soul. One of my favorite quotes is when Beethoven said that “music is God’s way of speaking to our souls.” ([click here to listen to “Moonlight Sonata”](#) in Bob Djurdjevic’s rendition) We, humans, have multiple ways of communicating, not just with words. Unfortunately, few people are aware of that, and ever fewer practice it consciously. I am not referring here to telepathy. I mean being able to see pictures with eyes closed, thanks to music, in part. One can be trained to do this. It’s a matter of mastering certain techniques, not having supernatural ability.

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You used to be an athlete. How do you manage today stay in such a good shape?

One has to be in good physical condition to be able to do all these things. I have played just about every kind of sport man has invented. Doctors would have been happy to hear that I was such a good patient, with all sorts of sports injuries, sprained joints and fractures. I played basketball in high school, have played tennis most of my life, but now I am at a phase of my life in which I practice sports that also help my spiritual development. I practice yoga three or four times a week, go on mountain hikes (which give me a chance to meditate while doing it), ride a bicycle and swim laps. These are all elemental things – air, earth, fire, water. Fire, because I do all this in Arizona where summertime temperatures reach 50C. Physically, I am more fit today that I was at 30. Back then it was a different kind of fitness. I was not as strong at my core. Most people think that yoga is about stretching. It is. But it is even more so about core strength and breathing. And breathing is the exercise of the soul, unification with the Spirit.

Where do you live and what are you up to these days?

Although I was born inland, I feel the best when I am in the mountains or on the ocean. I live in Arizona. Back in 1981, I attended a business conference in Phoenix. One evening, as the sun was setting lighting up Camelback Mountain a bright red color, I said to my then wife, "this is where we are going to live." Shortly after that, we did move there. I have tried to leave that mountain several times. But I ended up returning to her



Bob's "Pearls of Wisdom" – click on above image to read them at his personal web site – www.yinyangbob.com.



*Pre košarkaške utakmice protiv Crvene zvezde, 1963.
Bob Đurđević - treći s desna, stoji*

every time. At one stage I even lived part-time in Western Australia. My property there had the vineyards, view of two oceans... I even designed the house myself. But I kept returning to Arizona and "my mountain" (Camelback).

As for what I am up to, I am into universal human values, such as what is the purpose of life and how one should go about achieving it. Everything else I do is of secondary importance. Once you understand what your purpose in life is, then you can ask yourself – does it really make sense to keep doing all these things I have been doing for years, or should I change? Therefore, a transformation and realignment of one's mission in life and of our physical body with the forces of the universe – that is at the moment my preoccupation.

You visited IBM recently. What did they say about your business anniversary?

They wished me 30 more years of collaboration and success.



Interview conducted by Dr. Slavica Zizic-Borjanovic

Bob Djurdjević's web sites: www.djurdjevic.com (Annex Research business); www.truthinmedia.org (TiM - geopolitical); www.yinyangbob.com (personal blogs, travelogues)