

# МОГУЋЕ

SRBIJA

CRNA GORA

HRVATSKA

ALBANIJA

GRČKA

ことによると **POSSIBLE** *galbūt* ΠΙΘΑΝΩΣ **MULIGT** ВОЗМОЖНО

**R** About ten years ago when we started Red Production I was wondering what it is that defines us and makes us different? We were already a very popular and trendy company, but what was our vision? Why would somebody work with us instead of somebody else? The usual answers like we are better, more creative, more cost effective were not good enough for the young and revolutionary crew we were. Today, I am still searching for the answer. Being one of the largest and most successful companies in the region of South East Europe, the closest we can define it is that nothing is impossible. Driven by the passion so typical to the Mediterranean region, with the energy, courage, calm and focused in any situation. With true understanding of the different cultures and people coming from the region where East meets West, where North starts to understand South we are probably the ideal example of Think Global Act Local. Understanding film production as not just a great way to profit, but using good value for money, exciting experiences with so many different people and enjoying the sometimes painful process of creating Art and Advertising in each unique vision for any given project. This newsletter is a good example of our approach. It is not just a promotional tool but a good chance to create; referring to the strong tradition of the avant garde art movement's in this part of Europe. Love and Creativity may not change the world but for sure can make our lives much more interesting, engaging and sophisticated.

## DO YOU NEED VISA?



### RED PRODUCTION CROATIA GOT VISA FOR AUSTRALIA

One of the biggest Australian production houses Finch, together with Clemenger BBDO came to shoot the new campaign for Visa on the beautiful Croatian island of Krk. Director Nick Ball had strong ambition to make award winning commercial so Red Production head producer in Croatia, Mirna Bučević was not happy that we didn't have enough time to taste all the best vines on the island. Next time.

## BORN ON БАЛКАН MARINA ABRAMOVIĆ

This year in the Museum of Modern Art in NY, Marina made a performance "The artist is present" when she sat in silence for 736 hours and 30 minutes in the atrium of the museum and the visitors of the museum sat in front of her while the performance lasted. Her newest pieces also relate to Lady Gaga. Marina was born on 30TH November in Belgrade, Serbia.



**W**hile a part of the team was in Cannes, at the Lions festival, the other part of the company stayed in Belgrade and spent sleepless nights filming a commercial with our close partners from FilmService Moscow. Rose, champagne, vodka and tea, all blended... Fascinating interiors of exclusive locations in Belgrade with decorative costumes full of details, Imperial Russia was revived and with Imperial shine. In Cannes, there were parties in luxurious villas, with guests who were undressed on yachts and overdressed on evening receptions. Music and dance were cut by the voice of the director Pascal Dash in English but with a strong French accent. Maybe we thought we were at the height of luxury whilst sipping glasses in the Carlton but in Belgrade we had professional masseuses who made stiff crew muscles better. Ironically whilst trying to find descent espresso in Cannes, we had the best coffee in the world back on the shoot in Belgrade. Few were eager to drink tea be-

cause they came from Russia, but friendly Belgrade gave them space to make the new commercial for the bestselling tea on Russian market Mayski čaj or May tea. Some producers, between parties went to meetings, summits and CFP summit, others in Belgrade prepared the other part of the advert. Filming details, pack shots in studio etc... There was our well known friend from Hamburg and a great professional Thomas Dagner and his company Effective Team who we worked with 10 years in a row. We enjoyed his magic and director of this masterpiece was David Wynn Jones. One Milos ran the team in Cannes, the other Milos the team in Belgrade. Both teams from Belgrade and Cannes were spiritually connected in a single moment - while one team was filming 150 dancers at a ball the others danced with even more people on the beach at FilmService's Cannes party. A night to remember for both teams.

**"Work hard play hard!"**

*"The guys at Red made two very post production intensive Staropramen commercials for us under very tight budgets and deadlines. We were very happy with the execution and have included them in our roster of production companies for other shoots as well."*

Emil Jimenez  
CEO / CCO, Passion Communications s.r.o  
Prague, Czech Republic

## LISTERINE



Making video material usually implies that you spend 24 hours with the crew. Luckily our friends from Bare Films London, Kelly and Jim this time also came with a team of professionals and very witty people. Special thanks to whole team from Johnson and Johnson and JWT London for the precision and the way of communicating. Commercials were filmed in a built scenery in studios PFI Belgrade that are a imitation of interiors in Nordic countries and Great Britain. Beauty and talent of our main actress Nikolina Rak (from Zadar) proves that northern and southern Europe aspirations are not so different as we thought.

**BLACKJACKS** Blackjacks is an American action SF movie with Eric Roberts in one of the main roles. Red coordinated postproduction done by Belgrade based Crater Studio, Dreamdust, Digitalkraft for CGI, VFX and Color Grading and Vladan Korac Koki as sound designer. They all did very good job in very limited time and with very high demands. Our American partners were pleased with the result.

## 21 COLD BEERS ONE HOT SUMMER

Directed by: John Doe, Jim Weedon, Angel Gracia, Andrej Korovljev, Goran Gajić, Miloš Đukelić, Julio Wood



## INTERMEZZO BANCA INTESA

Red Production Belgrade again did a commercial for the biggest bank in Serbia Banca Intesa.



Agency: LPT  
Directed by: Vladimir Đukelić  
DoP: Dimitrije Joković  
Producer: Marijana Budisavljević

