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ORGANISED BY:

**#CREATIVEEUROPEMEDIADESKS**

**CROATIA**

**BULGARIA**

**GREECE**

**MONTENEGRO**

**NORTH MACEDONIA**

**SERBIA**

**SECOND  
EDITION**

**THE  
BALKAN WAY**

*Series Rough Pitch*



Creative Europe MEDIA

#CREATIVEEUROPEMEDIADSKS

# THE BALKAN WAY

# #2

## Series Rough Pitch



BERLINALE  
CO-PRODUCTION  
MARKET



SOFIA  
MEETINGS



ifs  
internationale  
filmschule köln



TFL  
TorinoFilmLab



WITH SUPPORT OF:



Croatian  
Audiovisual  
Centre  
Hrvatski audiovizualni centar



НАЦИОНАЛЕН ФИЛМОВ ЦЕНТЪР  
BULGARIAN NATIONAL FILM CENTER



FILMSKI CENTAR  
CRNE GORE  
FILM CENTRE  
OF MONTENEGRO



North Macedonia Film Agency



FILM CENTER  
SERBIA

IN COLLABORATION WITH:



WITH SPECIAL THANKS TO:

MEDIADESK ÖSTERREICH

CREATIVE EUROPE DESK BERLIN-BRANDENBURG

# INTRODUCTION

The “**Series Rough Pitch - The Balkan Way 2**” took place online, on **November 7, 2022**, in Zagreb/Croatia.

The Pitching Event was hosted and moderated by the **CED - MEDIA Office Croatia**, in collaboration with the **Creative Europe MEDIA Offices from Bulgaria, Greece, Montenegro, North Macedonia and Serbia**. It was realised through the collaboration with the **Croatian Audiovisual Centre, the Film Centre Serbia, the Bulgarian National Film Centre, the Film Centre of Montenegro, the Film Agency of North Macedonia** and supported by the **CED MEDIA Offices from Austria and Germany (Berlin - Brandenburg)**.

Aiming the event at development stage TV series fiction, **7 projects were pitched online** to a jury of industry experts: **Andrea Hoffmann** / Berlinale Co-production Market / Co-Pro Series Coordinator, **Mira Staleva** / Sofia Meetings / CEO, **Nadja Radojevic** / European Showrunner Programme / ifs Internationale Filmschule Köln / CEO, **Solène Moreau** / Series Mania Forum / Writers Campus / Coordinator, **Angelica Cantisani** / TorinoFilmLab / Programmes Coordinator, **Susanne Spellitz** / ORF / TV Commissioning Editor and **Grace Maharaj** / WIFT Sweden / Board Member.

The call was open for participants coming from **Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, North Macedonia, Serbia and Slovenia**. A total of 37 projects were received, out of which 8 were selected. Prior to the pitching event, the **PITCH PREPARATION WORKSHOP** was organised and led by the experienced, international coaches **Valeria Richter** (scriptwriter) and **Helene Granqvist** (producer).



# MARTINA, PETROVIĆ

Head of  
**CED - MEDIA Office Croatia**  
**HOST & MODERATOR of the Event**

Martina Petrović holds a major in International Relations and minor in Psychology. Martina gained most of her professional experience at the Ministry of Culture, Department for International Cultural Cooperation, being responsible for various cultural exchange programmes between Croatia and other countries; among many activities, she was responsible for the organisation of Croatian film presentations at international film festivals in Berlin and Cannes. From 2008, she was actively involved in establishing the Croatian AV Centre, where she stayed, after being appointed by the EC as the Head of MEDIA Desk Croatia.

Following immediate and successful Croatian MEDIA results, she was awarded the first Albert Kapović Award by the Croatian Producers Association in 2010. Ever since, she has been actively involved in organising innovative and creative workshops – important tools for education, information and networking between Croatian and European film professionals.

CREATIVE EUROPE DESK - MEDIA Office Croatia is a promotion and information office for the European Commission's MEDIA Sub-programme which offers a wide variety of funding for film and television, video games and activities ranging from training to development and distribution to markets, events and festivals. Since September 2008 it is hosted by the Croatian AV Centre. It offers advice and answers enquiries from Croatian film and TV professionals and gamers, explaining various funding strands and eligibility criteria, organising various workshops, info days and lectures.

*"Following a successful pilot edition which gathered more than 10,000 viewers in total, the second Series Rough Pitch – The Balkan Way was live-streamed on 7th of November, 2022.*

*In response to the high demand for TV series and in order to keep up with the needs of the European and global TV market scene, the Balkan region pitching platform has invited the same tutors again: Swedish producer Helene Granqvist and Danish scriptwriter Valeria Richter. Both professionals helped the selected projects and their teams to work on their stories and their intriguing presentations prior to the online live pitching event.*

*The call was open to participants coming from nine countries: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, North Macedonia, Slovenia, and Serbia. Three of the seven projects chosen among the 24 received in total are from Croatia and two are from Greece, while Bulgaria and Serbia are represented by one project each.*

*By organising Series Rough Pitch - The Balkan Way, we seek to safeguard, develop and promote European cultural and linguistic diversity but also to increase the competitiveness and the economic potential of the audiovisual sector from the Balkan region. At the same time, we also respect each project's uniqueness and its author by developing safe spaces for culturally diverse stories.*

**MARTINA PETROVIĆ**

# TUTORS

**Helene Granqvist** and **Valeria Richter** have gathered significant experience in the international film- and TV industry and collaborated on several film projects and coaching events together. Between them, they cover a wide range of fiction, documentary and TV-series production and writing, as well as financing and organizing innovative development, production and script consulting labs, having created new training concepts for both young talents and experienced filmmakers. Currently they are financing a new lab format and industry wide initiative that focuses on sustainability and new ways to approach much needed change across the ecosystem of how we develop, produce and connect films- and TV series to audiences.



## HELENE GRANQVIST

Producer

Helene is a prizewinning producer, who has worked with film and television for more than 30 years. Her films have been represented at festivals all over the world – such as Sundance, Cannes, Toronto and San Sebastian. She is frequently being engaged as a pitch coach and lecturer, both in Sweden and internationally. Since 2013, Helene has been president of the board of Women in Film & Television, Sweden and since 2018, president for Women in Film & Television International. She's a member of the European Film Academy and one of the founding members of ARTEF (Anti-Racist Task Force for European Film). Helene is based in southern Sweden.



## VALERIA RICHTER

Scriptwriter

Valeria works internationally and writes, develops and consults in the areas of feature film, TV series, lab innovation, script development and pitch coaching since 1997; she regularly consults for various funds, industry events and film institutes. She is head writer/creator of the TV drama series, Next of Kin (to premiere on Elisa Viihde in 2022). Valeria developed several lab concepts such as the 3-year Nordic Genre Boost for Nordisk Film & TV Fond, POWR and EmPOWR Lab for Industry@Tallinn Baltic Event and created the Audience Design concept for TorinoFilmLab, whom she has worked for since the start in 2008. Valeria holds an MA in Film & Media Science; is a member of EFA and the Danish Writers' Guild. She is based in Copenhagen, Denmark.

# JURY

Andrea Hoffmann

Mira Staleva

Nadja Radojevic

Solène Moreau

Susanne Spellitz

Angelica Cantisani

Grace Maharaj





# ANDREA HOFFMANN

Co-Pro Series Coordinator

**Berlinale Co-production Market**

Andrea Hoffmann holds an M.A. in Cultural Anthropology from Humboldt University of Berlin. During and after her studies, she worked for several renowned international cultural institutions and film festivals in Germany, such as the Goethe-Institut, Filmfest München and the Berlin International Film Festival, as a program manager and event coordinator. Since 2017, Andrea has been the coordinator of the Co-Pro Series pitch and networking event, which is curated and organized by the Berlinale Co-Production Market as part of the Berlinale Series Market. She has also consulted as a jury member for the second edition of the „Episodic Fiction Writing Workshop“ at Goethe-Institut Pakistan.



# MIRA STALEVA

CEO

**Sofia Meetings**

Mira is executive director of Sofia International Film Fest and head of the Sofia meetings – business platform for co-productions, she is producer and distributor, lecturer and expert on the well-known EU training programs as EAVE, FIRST FILMS FIRST, SOFA, Torino Film Lab. Member of the board of the European Film Academy CICA, Cineuropa, she also actively works in the field of audience development and is initiator and head of the EU supported Resonance Cinema- Cultural hubs for minds project. Mira was jury member of many film festivals - Cannes, San Sebastian, Chicago, Karlovy Vary, Warsaw etc.



# NADJA RADOJEVIC

Chief Executive Director

**ifs Internationale Filmschule Köln**

Nadja Radojevic, studied Cultural Management with a focus on film and media in Potsdam, Germany. She began her career at the Film Society of Lincoln Center in New York and the Scriptforum Screenwriting Conference of the Master School Drehbuch in Berlin. From 2005 to 2020, she worked at the Erich Pommer Institut (an institute affiliated with the Film University Babelsberg KONRAD WOLF and the University of Potsdam) in various capacities - from 2015 as Managing Director and Director of Continuing Education. In May 2020, Nadja Radojevic took over the management of the ifs Internationale Filmschule Köln. In 2008, she published the book „Der Film in Europa und die europäische Integration“ (The Film in Europe and the European Integration), is a member of the European Film Academy and a former president and now honorary member of Women in Film and Television Germany.



# SOLÈNE MOREAU

Writers Campus / Coordinator

**Series Mania Forum**

Solène Moreau is a graduate in English literature and cultural management. She has been working for film festivals and residencies for the past 7 years. She was coordinator of the screenwriting residencies 'Sofilm de Genre' for 3 years, and coordinator of EURODOC producers training program for 2 years before moving to Series Mania Forum as coordinator of the 'Writers Campus' - a residency of 20 emerging screenwriters from around the world.



# SUSANNE SPELLITZ

Commissioning Editor  
**ORF**

Susanne Spellitz was born in 1975. During her film studies in Vienna and Hamburg she produced award winning short films and worked on various positions in the Austrian film industry. Since 2006 she has been working as a commissioning editor for Austrian Broadcasting Corporation (ORF), responsible for TV-Movies, TV-Series and cinema productions co-financed by ORF Film/Television-Agreement.



# ANGELICA CANTISANI

Programmes Coordinator  
**TorinoFilmLab**

Born in 1984 close to Milan. Graduated in Foreign Languages for Communication and Information at Università Cattolica del Sacro Cuore in Milan; in 2008 she obtains a Master in Cinema Communication and Promotion. In 2008 she works for EAVE in Milan and starts working for Film Commission Torino Piemonte, as International Events and Projects Coordinator. From 2011 she works as Office Manager for Filming Europe-EUFCN, the Association of the European Film Commissions. At the moment the association counts on 90 members, from 30 European Countries and it's one of the most important reality involved in the promotion of European Cinema. She joined TorinoFilmLab in 2016 as Project Manager.



# GRACE MAHARAJ

Board Member

**WIFT Sweden**

Grace is an established screenwriter/ producer in Sweden. She founded Arvet Agency - a trans media company based in Sweden that acquires IP for development and production of film/ tv/ gaming/ audio platforms. She is a mentor to three up and coming film-makers who are developing their projects through Arvet Agency and board member in WIFT Sweden.

# SELECTED PROJECTS

GRAY DIVORCE

LOOM

SPLINTER

ANIMUS

HOTEL AMFORA

GENERATION REC

MOTHERS' EYES

SERBIA

Dramedy / 8 episodes

# GRAY DIVORCE

After finally retiring from their family company at the end of their sixties, Angelina and Zoran realize that they have radically different ideas on how they should spend the rest of their lives together...or apart. As they search for a solution that will work for the both of them, Angelina and Zoran throw their lives, the lives of their confused children, and their flourishing family business way off balance.



**LEA STANKOVIĆ**  
Creator



**IVAN KNEŽEVIĆ**  
Creator

GREECE

Comedy / 6 episodes

# LOOM

A mini series about the Fragility of our Truth, about the Privilege of our own Identity, about the Hilariy of our Humanity.



**DIMITRIS LOGIADIS**  
Producer / FILMIKI

CROATIA

Dramedy / 8 episodes

# HOTEL AMFORA

The wonders of mass tourism through the eyes of a seasonal bellboy in an all-inclusive hotel resort.



**IVAN GRGUR**  
Creator

CROATIA

Teen Drama Series / 10 episodes

# GENERATION REC

In a world where an extra follower doesn't have a price, teenager Alisa sets herself off on an adventure called - a music talent show. Trying to match her online appearance and personality, she's learning the hard way that real life has no filters whatsoever.



**ANA BADURINA**  
Creator, Writer / ANTITALENT

CROATIA

Crime Drama / 6 episodes

# SPLINTER

A journalist returns to his small hometown to write a story about the draining of the local lake. When the body of his childhood friend who went missing ten years ago is found on the bottom, the town's secrets start to resurface...



**FILIP PERUZOVIĆ**  
Writer, Director



**NIKOLINA BOGDANOVIĆ**  
Writer

GREECE

Nordic Noir / 8x60 series

# ANIMUS

When a corrupt minister is assassinated, a disillusioned cop must rethink justice, as he untangles a complicated case involving political intrigue, old terrorists ... and his best friend.



**CHRISTIANE LANGE**  
Writer



BULGARIA

Crime Drama / 12 episodes

# MOTHERS' EYES

Maria gets a terrifying call that her son is stabbed and is in a coma. Another mother, Elena, witnesses the scene and helps her. They become closer when Elena learns her own son is the culprit.



**TEODORA MARKOVA**  
Creator, Writer



**MARTICHKA BOZHILOVA**  
Producer / AGITPROP



The background is a vibrant yellow, decorated with numerous black ink splatters of varying sizes, primarily concentrated in the upper right quadrant. A white, textured trail, resembling dust or a light flare, sweeps across the lower half of the page, partially overlapping the main text.

# AWARDS

JURY AWARD  
SERIES MANIA  
SPECIAL MENTION



# JURY AWARD

*"The Jury Award goes to Mothers' Eyes, based on a unique and important story inspired by true events that tackles the raising violence among youth. It is a promising project with a solid structure, a strong dilemma, with clear emotional arcs between the two main characters."*

BULGARIA

# MOTHERS' EYES



**TEODORA MARKOVA**  
Creator, Writer



**MARTICHKA BOZHILOVA**  
Producer / AGITPROP

*"We are thrilled to receive this award for best pitch, which is extremely important for us, giving us confidence to continue our work on the Mothers' Eyes drama series. The problem about violence among youth is growing really big especially in our part of Europe. We believe that the impact of our series by telling the story from mothers' perspective will raise awareness and will bring the amazing Bulgarian talent for story telling to the rest of Europe."*

**M**  
FESTIVAL INTERNATIONAL  
**SERIES MANIA**  
LILLE / HAUTS-DE-FRANCE

**2023**  
**ACCREDITATION**  
**S**

CROATIA

**GENERATION REC**



**ANA BADURINA**

Creator, Writer / ANTITALENT



TUTORS'  
**SPECIAL**  
MENTION

*"The Tutors' Special Mention for the Series Rough Pitch – The Balkan Way, goes to Ana Badurina, who took the biggest leaps throughout the workshop process. From letting us know how terrified she was on the first day, to then creating a pitch video expressing the story with the full power of her personality, both in voice and body.*

*Congratulations!"*

CROATIA

# GENERATION REC



**ANA BADURINA**

Creator, Writer / ANTITALENT

*“Taking part in the Series Rough Pitch completely unexpectedly brought me much more than I imagined. Considering that this is the first project for which I am the author, and recently also a writer, I can freely say that this award is the best possible incentive for me to continue. The Special Mention award from Helene and Valeria means a lot to me, precisely because I received so much information and input from them in an extremely short time, which I managed to implement in my pitch. Thanks to my team from Antitalent production who encouraged me to apply and who were the first to believe in what I might have to say. I can't even imagine how much extra work my brain circuits will do when I visit the Series Mania Festival. I can't wait! Thanks once again to Martina Petrović for her mentorship, leadership and organisation, without which I would not have so many reasons to celebrate today. I am extremely glad that I met so many different stories and authors, and I recommend everyone to seize the next year's opportunity for education, but also to try to let an outside hand try to shape their idea. It's all part of an exciting creative process.”*



Thank you!

**YOUTUBE** [VIDEO of the Event](#)

**CINEUROPA** [ARTICLE: Series Rough Pitch - The Balkan Way presents seven regional TV series projects](#)

**FILM NEW EUROPE** [ARTICLE: Second Series Rough Pitch - The Balkan Way to Be Held Today](#)