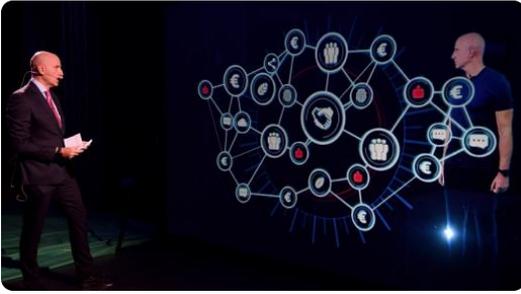


CITYSTUDIO Portfolio



200th Anniversary – Erste Bank

Promotion of the serbian economy at International Trade Fairs, organization, desiA holographic dialogue between present and future — a spectacular tribute to two centuries of trust.gn, and construction of exhibition stands.



Novak Djoković – 311 Weeks as World No. 1

A powerful 3D mapping celebrated the GOAT and his record-breaking 311 weeks at the top of the ATP rankings.



BDP – A New Era of Theater

In honor of the founder of the Nemanjić dynasty, a striking 4D mapping brought the story of Serbian statehood to life — a light-powered tribute to the roots of a nation.



BELEF – A City as a Stage

Creative Concept & Visual Identity— logo, campaign visuals, animations, and a city-as-stage concept. Spatial Design & Production Programs were staged across Kalemegdan Fortress, throughout urban open-air spots, and in the magical setup of Botanical Garden with multiple stages. Each edition explored how space, sound, and audience interaction can redefine the cultural experience.



Film Center Serbia – Events & International Presence

We supported Film Center Serbia with event production, media strategy, and international positioning. This included the official event for the film Russian Consul, the organization of the annual New Year's reception, year-round media support, and the creation of a presentation brochure for the Cannes Film Festival.



CORONA VS CULTURE – Regional Voices, Global Pause

When culture stood still, we started the conversation. During the pandemic, we launched a regional conference that connected cultural workers across borders — live, online, and in real time.



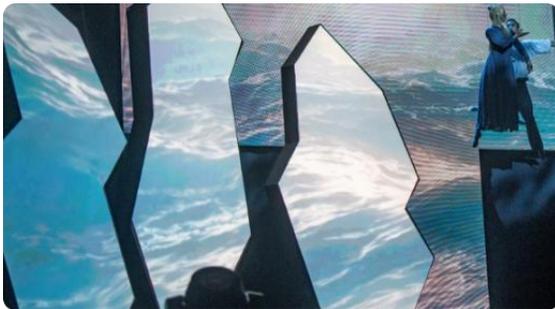
CULTURE VS CORONA – Survival of art after pandemic

Held for two years in a row, it opened space for real dialogue when it was needed most.



Legacy in Light – Stefan Nemanja

In honor of the founder of the Nemanjić dynasty, a striking 4D mapping brought the story of Serbian statehood to life — a light-powered tribute to the roots of a nation.



75 Years of Innovation – Jaroslav Černi Institute

A multimedia event with holograms, choreography, and bold visual storytelling — honoring the region's leading water management institute. We led full production, PR and creative direction.



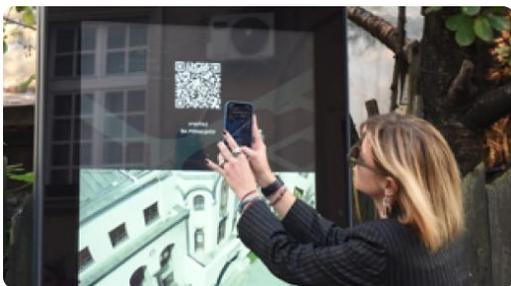
Digital Belgrade City Museum – Augmented Reality, Real Impact

We turned Belgrade into a living museum by designing a custom AR app that brings the city’s heritage into public space. Twelve virtual artefacts, hidden across the streets, appear through augmented reality as visitors unlock them on location — merging cultural storytelling with GPS-based exploration. This project redefined how a museum collection can live beyond its walls. Culture, gamified. History, rediscovered. Belgrade, reimaged.



Draw Ceremony in Belgrade – EuroVolley 2022

Our team led the complete rebranding of Belgrade Drama Theatre — from logo and visual identity to a bold new creative direction. Thanks to this transformation, BDP reestablished itself as a cultural force in both Belgrade and the region. We also created the identity of the RUTA Festival, giving shape to a new platform connecting the most prominent theaters across the Balkans. We didn’t just change how BDP looks — we changed where it stands.



Guardians of History – Digital Heritage Trail

Where sport met art — a 4D mapping that gave the draw its own unforgettable identity.



Museum of Belgrade – Podcast, Production and Various Events

Development and production of 24 episodes podcast for the Museum of Belgrade, exploring its collections, legacies, and hidden stories. For each museum legat, we created a short promotional film, along with a dedicated video on Ivo Andrić — expanding the museum’s digital reach and visibility.



Chamber of Commerce & Industry of Serbia – Global Trade Presence

For several years, we have supported promotion of Serbia and Serbian economy at major global trade fairs. Our work includes full logistical coordination, concept design, and construction of national pavilions in countries such as Russia, Saudi Arabia, the UAE, France, Germany, and beyond — across industries from food and agriculture to pharmaceuticals and tech.



Wine Vision by Open Balkan at Vinitaly – Serbia’s Global Wine Showcase

We have been entrusted with the full-scale production of Serbia’s national presence at Vinitaly, one of the world’s most prestigious wine fairs. Our responsibilities encompassed stand design, logistics, construction, and on-site coordination. The “Wine Vision by Open Balkan” pavilion, featuring wines from Serbia, North Macedonia, and Albania, has become a standout attraction, drawing significant attention from international buyers and media.



Palilula Market – Visual Identity & Creative Direction

From concept to execution, we created complete visual identity for the newly opened Palilula Market in Belgrade and manage to position it as a contemporary space rooted in tradition. A new visual language for one of Belgrade's most iconic places.



PLANET WIN 365 – Sports, Celebrities & Culture

A series of public events featuring Roberto Carlos, Danilo Ikodinović, Nemanja Milovanović, and the on-location film shoot of Autumn Samurai. Strategic PR and audience engagement at the intersection of sport and entertainment.



Kliker za biznis – TV Format on Innovation & Entrepreneurship

A concept-to-screen TV show promoting innovative entrepreneurship in Serbia — from idea to execution. Produced and broadcast on national television (RTS), the series blended practical insight with inspiring stories in a fresh, accessible format.



Belgrade City Library – Literary Awards Production

Design and creation of the “Beogradski pobednik” award for best novel and the Dušan Radović award for best children’s book. Complete event organization for both ceremonies, visual identity, and media support shaped a contemporary setting for celebrating literature.



Road Traffic Safety Agency of Serbia – Awareness Campaigns & Public Engagement

Conceived and executed impactful awareness campaigns addressing the consequences of traffic accidents. Key initiatives included professional makeup simulations of crash survivors, live street performances with impactful messaging, and installation of wrecked vehicles in public spaces.



ENERGOPROJEKT – 65 Years of Excellence

High-level anniversary event for one of Serbia’s most established engineering companies, with complete media, branding, and content support.



Cardiology Center PULS – Grand Opening & Brand Presence

Full production of the center's official opening, including event organization, PR, branding, photography, and video. A powerful launch for the most advanced cardiology facility in Belgrade.



GLOBALTEL – Brand Launch & Smart Recycling

Creative direction and PR support for the telecom's launch, along with the introduction of 25 smart recycling machines across Serbia — a pioneering sustainability move in the region.



MK Group

Event organization, photo and video production.



INTEGRALTECHNIC – Promo movie for the Expo 2027 Playground

We produce promo movie for the Expo 2027 Playground, built at the Belgrade Fair, by Integraltechnic. Technology. Design. Emotion, all in one frame.



Parking Service – Smart City Patrol system

City Studio was engaged as the creative and production partner for the presentation and positioning of the Smart City Patrol system. The services delivered included system re-naming, logo and visual identity development, website design and implementation, production of an animated overview of system capabilities, and the production of ScanCar test and promotional video materials intended for official presentations and stakeholder communication.