



BEHIND THE SCENES

WITH LUKA PAKIC

Take an inside glimpse at this inspiring Serbian filmmaker's story as he walks us through how he finds his inspiration.

Can you tell us a little bit about what inspired you to make videos professionally?

LP: As a kid, when I was still in primary school, I really wanted the first HTC smartphone. Back then, they were rare and really expensive here.

But, when I saw it as a prize at the contest for the Serbian high school best short film hosted by Institut français de Serbie, I knew I had a chance. I used my knowledge from watching movies and making music, did my best, and won first place. Since then, my passion for filmmaking has grown every day.



Can you describe a little bit more about how you got your start in the industry?

LP: Well, since Serbian high schools we didn't have proper education for photography or film, with the help of youth club and the Foundation Ana and Vlade Divac, I was happy to be able to organize workshops and provide appropriate knowledge for young people.

I started working mainly as a photographer and freelance filmmaker, but also as a graphic and sound designer. I'm pleased to have worked on international projects for Facebook, UEFA Champions League, Coca Cola HBC, Henkel and many other companies and institutions. At the moment I'm studying digital art at the Faculty of Media and Communications.

What do you think is the most challenging aspect of filmmaking? Why?

LP: Definitely the constant and aggressive requirement for new content in every aspect and level of modern filmmaking.

You have to be committed, flexible and ready to work under the pressure of deadlines. If it is a one man job - you need to act as a team. If it is a team job - you need to act as one man.

You must improve and grow daily, and be ready to invest in knowledge or new gear at any time.

inside the studio – sound recording session

How do you go about coming up with inspiration for a project like this – wardrobe, setting, styling, shot selection, etc?

LP: Well, we had a major weather issue with our first location choice, but we quickly adjusted. I'm afraid that's how things go in film! We had planned to record the audio separately in studio either way, so this behind the scenes video gives you a glimpse as to what that part of the collaboration is like.

Beyond the setting, music and film are not just meant to hear and watch, they are to feel. Our goal is to show emotion and the strength of their sister bond, not just in music, but in life. That's why our wardrobe is simple, but colorful and warm.

