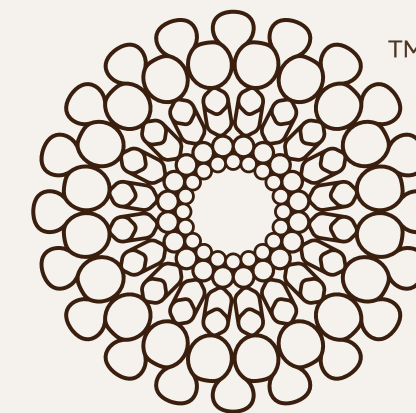




# Concept of main promotional video for BiH at EXPO 2020 Dubai



EXPO  
2020  
DUBAI  
UAE



BOSNIA AND  
HERZEGOVINA  
EXPO 2020  
DUBAI

OFFICIAL PARTICIPANT



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

# Introduction

Bosnia and Herzegovina is the heart shaped land that lies in the heart of southeast Europe. The country's shape is linked with the personality of B&H citizens, who put their heart into everything they do. That's why "Heart Shaped Opportunity", as I main communication message for the promotion of the Country at EXPO 2020, summarises the best that B&H has to offer.

# **So, what opportunities does B&H have to offer?**

They say that opportunities can be found everywhere, especially in B&H. Full of spectacular landscapes, vibrant atmosphere, colorful culture, and captivating experiences, B&H has always been a place full of wonders.

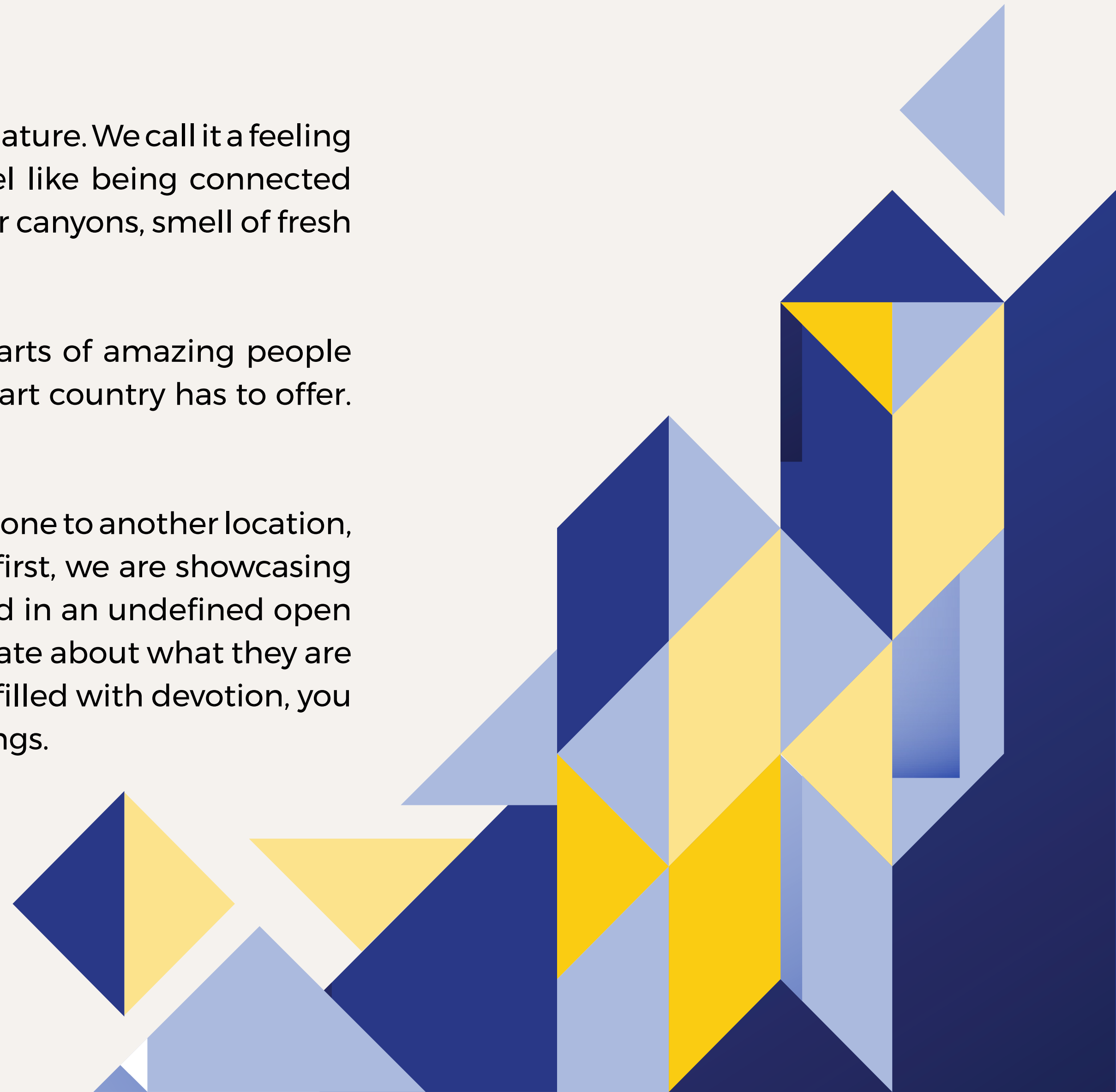
**It just takes a special kind of heart to see them and a special kind of mind to seize them. The heart and mind of the people of B&H, that will inspire others to do so.**

# The story

We start by portaying unique feeling you get in touch with the B&H nature. We call it a feeling of mystery, because, nothing else in the world can make you feel like being connected with the nature, from high peaks of mountains, sharp edges of river canyons, smell of fresh grass, touch of cold snow...

The priviledge of experiencing all of those things has shaped hearts of amazing people of B&H, who craft, create, build and enjoy all that their shaped heart country has to offer. That's why they become our main characters.

We blur the lines between people and nature, by transitioning from one to another location, in a rythmic manner, following a sound led by the heart beat. At first, we are showcasing mystical nature of B&H, at the second moment we are transported in an undefined open space, where our main actors carve, craft and build, visibly passionate about what they are doing. Their every move is carefully tought, but more importantly filled with devotion, you only see in those whose heart lets them see the heart of other things.



---

# VOICEOVER

It takes a special kind of heart to see an opportunity.

Curious. Devoted. Brave. Gentle. Full of life.

Heart that allows you to see beyond

Welcome to the Heart Shaped Opportunity

---



**DESCRIPTION: EXT. Forest - Morning**

Drone shot of dreamy landscape of forest covered with fog.

MUSIC



**DESCRIPTION: EXT. Canyon - Day**

Drone shot of majestic canyon and river.

MUSIC



**DESCRIPTION: EXT. Meadow - Day**

Drone shot of peaceful meadow field.

***VOICEOVER: It takes a special kind of heart...***





**DESCRIPTION: EXT. Lake - Day**

Drone shot of green lake.

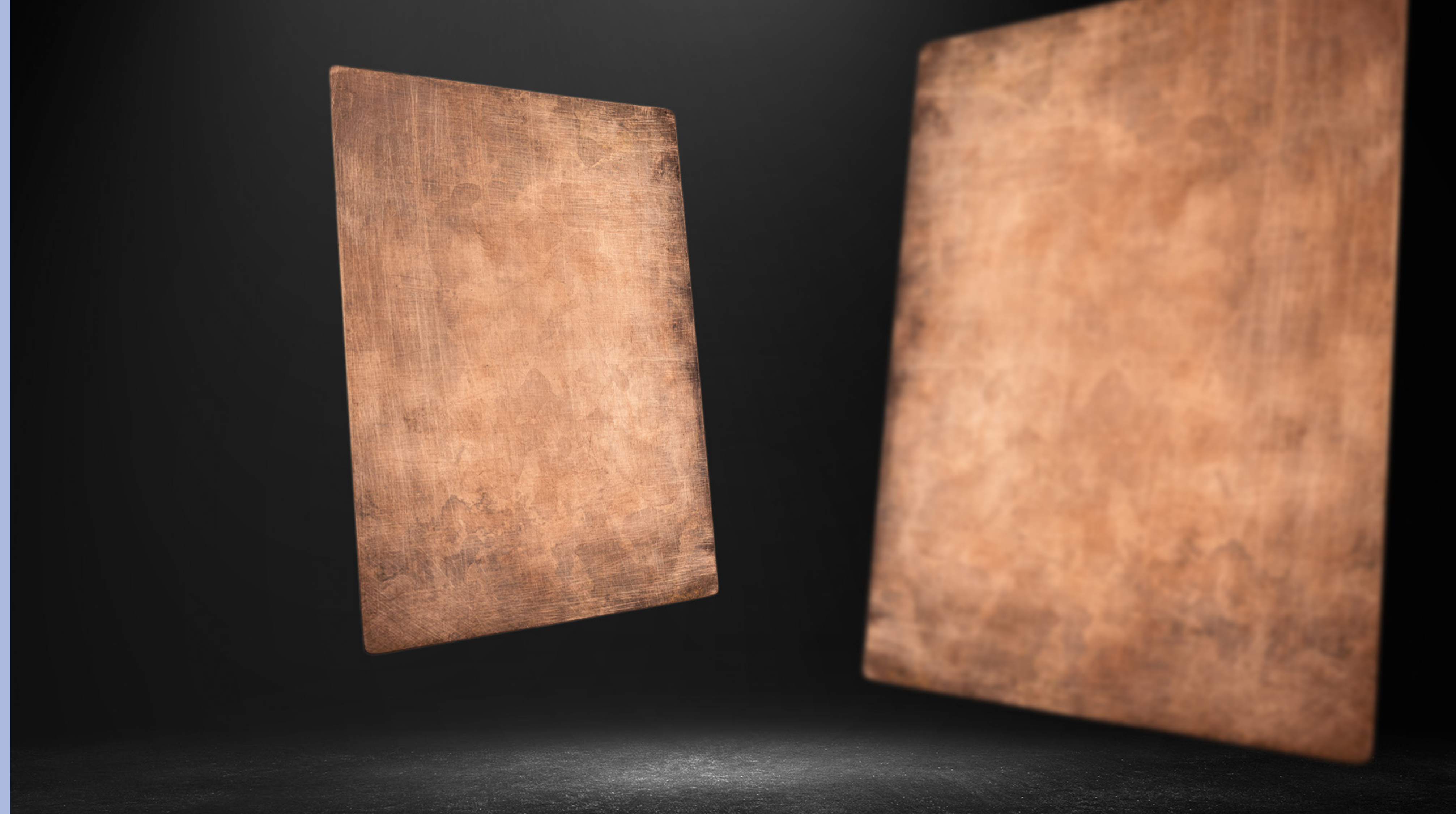
MUSIC



**DESCRIPTION: INT. Dark environment**

Piece of tree log floats in the dark environment, lit by a spotlight.

***VOICEOVER: ... to see an opportunity.***



**DESCRIPTION: INT. Dark environment**

Copper plates float in the dark environment, lit by spotlight.

MUSIC



**DESCRIPTION: INT. Dark environment**

Cloud made of raw wool floats in the dark environment, lit by spotlight.

MUSIC



**DESCRIPTION: INT. Dark environment**

Eggs and bag of flour placed on a traditional table in the dark environment, lit by spotlight.

MUSIC



**DESCRIPTION: INT. Dark environment**

Easel, canvas and paint tubes float in the dark environment, lit by spotlight.

MUSIC



**DESCRIPTION: INT. Dark environment**

Male woodcarver looks at piece of log, with thoughtful expression on his face.

**VOICEOVER: *Curious***



**DESCRIPTION: INT. Dark environment**  
Female carpet weaver looks carefully at cloud of wool.

MUSIC





**DESCRIPTION: INT. Dark environment**  
Close-up shot of an old hand going through flour.

MUSIC



**DESCRIPTION: INT. Dark environment**  
Close-up shot of Hands sawing log into lumber.

***VOICEOVER: Devoted***



**DESCRIPTION: INT. Dark environment**  
Coppersmith hits copper plate with tool/hammer.

MUSIC



**DESCRIPTION: INT. Dark environment**  
Wide shot of a woman spinning wool.

MUSIC



**DESCRIPTION: EXT. Mountain - Day**

Wide shot of a shepherd in the mountain surrounded by sheep and dogs.

MUSIC



**DESCRIPTION: EXT - Rocky mountain - Day**  
Rock climber scaling mountain rock face.

**VOICEOVER: *Brave***



**DESCRIPTION: EXT. Beekeeping farm - Day**  
Close-up of Beekeeper's hand covered in bees.

MUSIC



**DESCRIPTION: INT. Dark environment**

Paint brush paints the first stroke on empty canvas.

MUSIC





**DESCRIPTION: EXT. Grassy meadow - Day**

Young girls in traditional costumes dancing traditional dance.

**VOICEOVER: Gentle**



**DESCRIPTION: EXT. Grassy meadow - Day**  
Close-up of ornamental coins on their costumes jiggling.

MUSIC



**DESCRIPTION: INT. Dark environment**  
Close-up of Woodcarver's hands working on wood.

MUSIC



**DESCRIPTION: INT. Dark environment**

Close-up of Carpet weaver's hands working on traditional loom.

MUSIC



**DESCRIPTION: INT. Cellar - Day**  
Honey dripping into glass jar.

MUSIC



**DESCRIPTION: EXT. Village, Lukomir - Day**

Old ladies in traditional clothing, knitting and laughing while sitting on a porch.

**VOICEOVER: ... and full of life.**





**DESCRIPTION: INT. Family home, dinner room - Day**  
Family sharing food at the dinner table.

MUSIC





**DESCRIPTION: EXT. Grassland - Day**  
Children playing football on the meadow field.

MUSIC



**DESCRIPTION: INT. Dark environment**

Close-up of artist's hands mixing colors on the color pallet.

MUSIC



**DESCRIPTION: EXT. Plain - Day**

Girls riding horses in the wilderness.

MUSIC



**DESCRIPTION: EXT. Forest - Dawn**

Close-up of hands making fire in wilderness, and then putting coffee pot on top.

MUSIC



**DESCRIPTION: EXT. Forest - Dawn**

Young couple camping and drinking coffee.

MUSIC



**DESCRIPTION: INT. Dark environment**

Close-up of finished wooden ornamental table or chair.

***VOICEOVER: Heart that allows you...***



**DESCRIPTION: INT. Dark environment**  
Close-up of finished traditional copper tray.

MUSIC



**DESCRIPTION:** INT. Dark environment  
Close-up of completed traditional carpet.

**VOICEOVER:** ... to see *beyond*.





**DESCRIPTION: INT. Dark environment**  
Close-up of smoking hot traditional pie.

MUSIC



**DESCRIPTION: INT. Dark environment**  
Close-up of finished abstract painting.

MUSIC



**DESCRIPTION: EXT. Snowy mountain - Day**  
Drone shot of snowy mountains.

MUSIC



**DESCRIPTION: EXT. Riverbed - Day**

Drone shot of river.

MUSIC



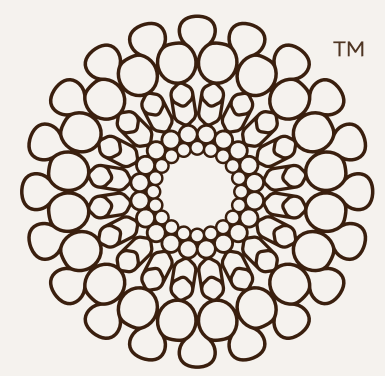
**DESCRIPTION: EXT. Japodski otoci - Day**  
Drone shot of the hearth-shaped island.

***VOICEOVER: Welcome to the Heart Shaped Opportunity***



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

**DESCRIPTION: LOGO ANIMATION**



**EXPO**  
**2020**  
DUBAI  
UAE



**BOSNIA AND**  
**HERZEGOVINA**  
EXPO 2020  
DUBAI

OFFICIAL PARTICIPANT