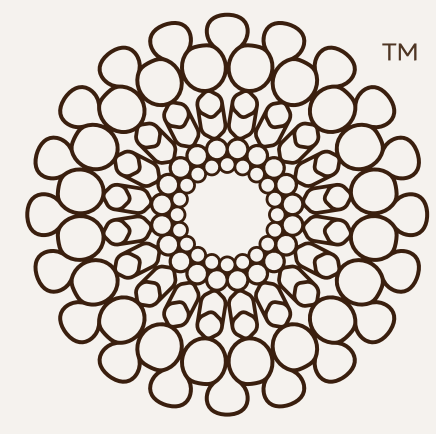
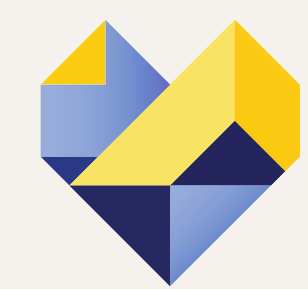




# International Happiness Day Storyboard



EXPO  
2020  
DUBAI  
UAE



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

OFFICIAL PARTICIPANT



# Concept

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Jasna Bajraktarević, a psychologist, talks about a concept of happiness that is unique to Bosnia and Herzegovina and about moods and feelings that are hard to trace anywhere else. In her elaboration, she touches on *ćejf* – a word that is hard to translate and doesn't have a direct counterpart in the English language. Its meaning lies somewhere between joy, pleasure and good mood. She moves on to *merak*, a exceptional type of delight that contains *ćeif* in itself. Finally, she concludes with *sevdah*, a musical genre, but also a mood. The most difficult of these words to comprehend, *sevdah* references the special kind of melancholy and joyful sadness.



## **INTRO**

Animated heart-shaped logo is starting to form.



## **INTRO**

We see elements of logo combining...



## **INTRO**

... until they form full heart-shaped logo.



## **INTRO**

Suddenly it starts to dissolve and few new shapes appear on the screen...



## **INTRO**

... and form into an illustration of happy person.



**INTRO**

Illustration moves and reveals date and theme of the video.



A portrait of Jasna Bajraktarević, a woman with dark, wavy hair, smiling. She is wearing a white t-shirt and large hoop earrings. The background is a light gray with a yellow triangle in the top left and a dark blue triangle in the bottom right. A blue graphic element consisting of several arrows pointing in different directions is positioned to the left of her face.

**JASNA BAJRAKTAREVIĆ**  
Psychologist

## **INTERVIEW STUDIO SETUP**

Jasna giving statemen.



## **INTERVIEW STUDIO SETUP**

Jasna giving statemen.



**Shot of two happy women in traditional Bosnian clothing.**



**Woman in traditional clothes smiling.**



**Drone shot of Drina river.**

Jasna giving statemen.



**Cheerful children playing, posing for the camera.**



**Happy family eating traditional bosnian food.**



**Children playing football on the grassy field.**





**Shot of Martin Brod waterfalls.**

Jasna giving statemen.



O N I A A N  
H R Z E G V I N A

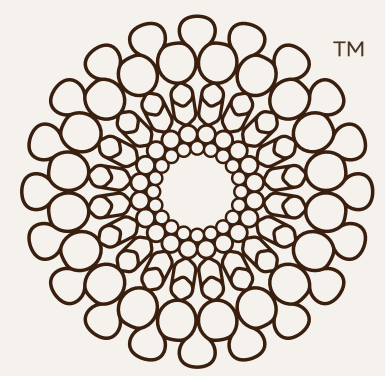
**CLOSING GRAPHICS**

Animated Bosnia and Herzegovina EXPO 2020 logo.



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