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Features

Marco Balich: To Plan a New Worldwide Entertainment Business

11/19/2013

Marco Balich, Olympic Producer and Creative Director of large-scale ceremonies and international events, and Executive Producer of Rio 2016, has resigned from Filmmaster Events, the Filmmaster Group Company, after having left the role of the Chairman of the Board some months ago.

Now Balich will dedicate himself to create and develop a new global company operating in the worldwide entertainment industry. A creative and global firm where professionals and partners - who have come to know Marco Balich during his more than twenty-year long career and come from all over the world (Italy, Europe, England, Russia, Brazil, USA, etc) - will work together.

A unique know-how will develop the new company and will give the Olympic Producer the chance to share and develop at his best his future projects in Italy and abroad, starting from Mexico, Brazil and Russia, where the next Olympics, as well as other events, will be held. "The culture of entertainment is global and intercultural; it's based on creativity and not on finance. It is fundamental to promote a mix between creativity and different cultures, where individuals are considered for their ideas, not for their wealth." Marco Balich says.

Among Marco Balich's prestigious appointments: the artistic direction of Padiglione Italia of EXPO 2015 which will give him the chance to continue showing all over the world the beauty of Italy, through his vision and ideas.

Marco Balich, during his career, with his passion and desire to impress and touch people, has created formats and unique events that set the standard in the entertainment world, conveying Italian creativity and his unique style all over the world.

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Marco Balich is considered one of the leading worldwide players in the production of Olympic ceremonies (Master of Ceremonies). His Olympic career began in 2002 when he was Project Leader of the Flag Handover at the closing ceremony in Salt Lake City and it was consolidated in 2006 when he became Creative Director and Executive Producer of the ceremonies for the Winter Olympics in Turin. In 2012 Marco Balich was Executive Producer of the London 2012 Flag Handover. Next, Rio 2016. Balich has been appointed Executive Producer and the Closing and Opening Ceremonies will bear his signature.

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