



CREATIVE INSPIRATION

Marco Balich

President at Balich Worldwide Shows, Olympic ceremony producer



1 Torino 2006 Olympic Games Cauldron A moment that sums up a career.

2 Gilbert & George Between In my twenties I had some money and I had to choose between buying a Porsche or a piece of art – I chose a piece of art.

3 Riva Super Aquarama The sexiest means of transportation in the world, which communicates beauty, design, craftsmanship, happy moments, the 1960s.

4 Campari bottle An iconic Italian bottle designed by the artist Fortunato Depero in 1932, nowadays an object of design, which contains a drink symbolic of sociability and enjoyment.

5 Palazzo Ducale Venezia The poetry of an elegant palace exposed on the water, a symbol of a thousand-year civilization, which celebrates the arts.

6 Arirang North Korea The power of a co-ordinated multitude, which creates beautiful visions.

