

# froehlich

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MANAGEMENT

## vita ivan boljat

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YOUNG DIRECTOR

Ivan Boljat is a passionate director, influenced by his vibrant hometown Berlin.

His work captures the movement to tell captivating stories. Dancing was his early inspiration and keeps affecting his vision of the power of the human body as a central point of emotional storytelling.

Being close to movement and music helped him to develop a strong sense of dynamics and rhythm, which enhances the ability to use a camera as an instrument to show the world his unique perspective.

The commercial work and music videos he created are characterized by strong cinematography, captivating storytelling and a strong sense of aesthetics.