

Blend: Film & Games conference, which connects the film and gaming industries will be held as a two-day event for the first time

Zagreb, 5th of September 2025 – **The conference will take place on October 2nd and 3rd. It is organized by the Zagreb Film Office and Games Croatia (HAVC) in collaboration with their academic partner, Algebra Bernays University.**

Initially launched as PROFilm Days, the conference has evolved over five successful editions into a key meeting point for national and international audiovisual professionals. Last year, thanks to a collaboration between the Croatian Audiovisual Centre and the Zagreb Film Office through the Games Croatia project, it became **Blend: Film & Games**. The goal is to strengthen the connection between the Croatian film and gaming industries and to promote innovation, new technologies, and cooperation between creative sectors. The previous year's event drew over 500 participants to 19 lectures and workshops, featuring more than 80 national and international expert speakers.

This year's conference will feature a list of world-renowned experts from various branches of the audiovisual industry, including:

- **Thierry Van Gyseghem (Belgium):** A video game industry veteran with over sixteen years of experience in animation team leadership. He directed animations for the award-winning games *Baldur's Gate 3* and *Divinity: Original Sin 2*. His team received a longlist nomination for a 2024 BAFTA award in the "Best Animation" category for *Baldur's Gate 3*.
- **Jörg Tittel (Belgium):** Known for his innovative approach and combination of different media, including film, theater, video games, and graphic novels. He is a BAFTA member and frequently speaks on transmedia storytelling. He is currently in post-production for the live-action/animated film *A Winter's Journey*, a collaboration with PlayStation and Sony Pictures Classics, starring John Malkovich. His video game *The Last Worker* was the only one in competition at the 78th Venice Film Festival.
- **Xavier Rombaut (Belgium):** A film producer with over fifteen years of industry experience. In 2018, he founded Polar Bear, a production company. His portfolio includes films like *Racer and the Jailbird* (2017), *Bloody Marie* (2019), and *Binti* (2019), which have received numerous awards at international "A" festivals.
- **Fernando Machado:** An award-winning CMO and influential marketing leader who gained global recognition as CMO of Burger King. He created some of the most awarded campaigns in the company's history, earning multiple Grand Prix awards at the Cannes Lions festival. After Burger

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King, he became CMO at Activision Blizzard, where he integrated marketing and the gaming industry through campaigns for major video game titles, including *Call of Duty*, *World of Warcraft*, and *Diablo*. Machado is the only person to have twice won the prestigious Adweek Grand Brand Genius award (in 2013 and 2018).

- **Pontus Rundqvist (Sweden):** The brand manager for independent game publisher Raw Fury. He currently leads marketing and branding for projects such as *Snufkin: Melody of Moominvalley*, *Cassette Beasts*, and *Dome Keeper*.

Workshops

From 2D Image to 3D World: This free workshop, led by Ivan Šivak, a multimedia artist and lecturer at Algebra Bernays University, will teach participants how to transform a 2D illustration or photo into a 3D space. Participants will learn to add a camera and animate its path to create a stunning 3D effect. To apply, send a 2D photo or digital drawing and a brief explanation of why you want to bring that scene to life to info@blendzagreb.eu.

Unity Project Architecture: Led by video game development expert Andrija Zorić, this workshop will cover best practices for structuring Unity projects to achieve scalability, stability, and professional success. The workshop will address organizing scenes, managing objects, and working with audio. Zorić runs his own studio, Bad Elektron, in Zagreb and has worked on internationally successful titles such as *Kingdom Two Crowns* and *Townscaper VR*. To apply for this free workshop, send a short description of your favorite game and why you love it to info@blendzagreb.eu.

The conference is supported by the Ministry of Culture and Media, the City Office for Culture and Civil Society, and various film and gaming associations. The full program will be announced soon on the official website, where you can also watch free video lectures from previous years.

Entry is free with [registration](#), which is open until October 1st at 6:00 PM. You can follow updates on the conference's official website, www.blendzagreb.eu, and on the social media pages of the Zagreb Film Office, Games Croatia, and Algebra Bernays University.

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