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MEALCHEMY.COM

LA
DIE
FIRST
T



Attivato Windows

ON BEAUTY

TEODORA
MIGDALOVICI

My first time in Cannes, 17 years ago or so, a Brit, member of a respectable press outlet, after being introduced, said to me: 'aha, you are from Romania, the country providing the best courtesans in Europe'. He then smiled, seduced by the spirit of his very flattering compliment.

Years later, I eventually managed to digest his perspective, using this story in my opening speech at a very prestigious conference in Paris, where I was the only female in a line-up of 8 western male speakers. 'Hello, I am from Romania and perhaps most of you, honourable gentlemen in the audience, are asking yourselves what this Eastern European female can possibly teach us. It's my understanding that Romanian ladies have a certain reputation' – I said, quoting the British guy I had met back in my student years. 'Well, at least we know how to do one thing right, right? This is why my presentation will be about love: 'How to love your consumer'. My professional presentation followed, for 40+ minutes.

That day in Paris, after a highly acclaimed presentation, I received the confirmation that you can change a country's reputation one event at a time. Therefore, I decided to create this project, believing in its ripple effect.

Initially started as a potential database of creative females that might qualify for the 'See it, Be it' programme or the Lions Festivals juries, through working out its mechanics – trying not to make it a feminist case study, but more of a lobbyist for diversity of thought & feeling in our industry and also an ambassador of my country's contemporary assets – the entire project turned into something bigger. From the intention to offer more than a glimpse into the mystery of Romanian women, the project grew into a relevant, up-to-date chart of Romanian talent today.

BUT FIRST, LADIES FIRST

Since the project's starting point was, however, the Romanian Creative Ladies, let me tell you a few things about them.

sense of humour

Firstly, they have a glorious, unbeatable sense of humour. A bit of context: when launched, the Gender Gap topic raised some male eyebrows. For example, a creative's post on Facebook read like this: 'At (agency name here), we take diversity very seriously,' alongside the picture of his cute female dog sitting at the computer. The reaction? More than half of the 500+ likes came from women, who have the intelligence not to take misogynist comments seriously and laugh along.

they are smart and well educated

This is such an obvious reality, that I only realised I have to include it after the first proof reading of this editorial. Never mind – I will not go any further appraising their intelligence and schooling; their interviews, international recognition and accomplishments speak for themselves.

they know how to take a compliment

When Charlotte Proudman made an international case of sexism out of a message related to her profile picture she received from a fellow lawyer on LinkedIn, the Romanian professional women I commented the case with agreed on one thing: 'It's such a pity not all women have the inspiration to be ladies. A lady would have known how to handle such situations with style. Not by walking away from a compliment, but by treating it as a professional observation related to a well-executed photograph, part of a personal brand, with all the necessary tact'. Is it that hard to say 'thank you' and move on? There are always ignore, block or delete buttons, if the situation calls for it.

means of mass expression

The reason for regarding such situations in light shades is because Romanian women do not apologise for their bodies or gender. They do not offend easily. They do not make a weapon, nor a vulnerability, out of being females. They are in harmony. There are cultures where, in the name of political correctness, women are pushed outside their nature, subtly forced to evolve into dry, inexpressive androgens. Here, it's not the case. The smartest professional women of our industry manage to find equilibrium between who they are and what they do. As there is no such thing as life after work, but merely life, they activate their entire self, from head to toe and inside-out, in everything they do. They enjoy being stylish, have good hair, smell divine and they always – always – appreciate a nice pair of shoes. They enjoy their womanhood and they treat their bodies as a means of expressing their personality. Facepion scientists will confirm that our bodies and faces are not an envelope, but yet another way to talk to the world. The MEALCHEMISTRY portraits shot during this project are proof: it's not about women's objectification; it's about celebrating body language as another communication tool and applauding expression in all shapes and sizes, inside and out.

three fold beings

While the corporate world celebrates the Cartesian intelligence and ignores everything else, in our mystical land, we think humans are three fold beings: mind, body and soul; all the time, at job and beyond. Even more so, when working in an industry dealing with people's psyche. Many westerners wonder how we manage to generate memorable things out of virtually nothing. Where are the fun, the ardour and the magnetic ideas coming from? It's the soul, silly... the soul. Romanian women have a soul and they do not deny, hide or are ashamed of it. Explore the ladies' answers in the interviews and you'll see what I mean.

WHAT ABOUT THE MEN?

When I started this project, I knew what I didn't want it to become: the exaggerated empowering message for females that can extinct men. Beyond the very few, hopeless exceptions, you'll find that men are not against women's professional evolution, but very much supportive of it. I did this experiment: I asked influential, highly awarded creative directors, business individuals and entrepreneurs to recommend outstanding creative females for a potential juror position and 'See it, Be it'. Out of 14, only one man remained silent. Almost half recommended not one, but several women, acknowledging their wit and results. This is how men landed in a project called Ladies First. Looking back, I must admit their contribution made the project whole indeed.

Teo Migdalovici is the founder of MEALCHEMISTRY.COM & CANNES LIONS AMBASSADOR



UNDER THE LIGHT

The men and women's portraits, stories and recommendations of Romanian design statements to be found in this magazine have put together a fine crowd of gifted people and, eventually, a taste of the country's identity, into the well-deserved light.

Don't get me wrong: we do have our fair share of compulsive liars, egocentric sociopaths, grand scale opportunists and foes... But beyond that, oh boy, what a mixture of diversity, education, courage, irreverence, outrageous talent and vitality!

'Water lilies only grow in ponds with mud on the bottom', says a Romanian poem. The international press, tabloid or not, is constantly feeding and spreading the clichés of Romanian mud: thieves, pimps, courtesans, racists and illiterate people. Throughout these pages, you'll find what's above the mud, in the pond's waters: talent and beauty, of all ages, genders, shapes and sizes.

ALEX

RUX

CARUSEL

CARTURESTI CARUSEL

by SQUARE ONE

At no. 55 Lipscani Street, Carusel bookstore extends over 6 levels, over a total area of 1000mp. The concept, signed by the architectural studio Square One, is to create a 'cultural inhabitation' of the Old Town, offering a reading, socializing and artistic exploration space, in the heart of the city. With a bistro on the top level, a multimedia space in the basement and a gallery dedicated to contemporary art on the first floor, the bookstore tells a contemporary story on a street with a vibrant commercial tradition.

The edifice was built in 1860 and became the property of Christovaloni family in 1903. During the communist era, it was confiscated and became a shop called Familia. After 1990, the rightful owners were returned the property and now, thanks to Square One's visionary team that claim having René Magritte's Golconda as source of inspiration, the bookstore has a magnetic effect on younger, hip generations.

the bookstore:

Carturesti Carusel
55 Lipscani street, Bucharest
carusel@carturesti.net

the interior designers:

www.squareone.ro



#LadiesFirst

ANDRES VERGARA

for clients among Forbes 500

ANDRES

ELENA

COSMIN



Andres could truly be called a global creative. He has worked in award-winning agencies around the world, including: BBDO Dubai, Tonic Dubai, DOB Istanbul, Publicis Stockholm, SCPP Barcelona, Ruiz Nicolí Madrid, Leo Burnett Chicago, Proximity / BBDO Moscow. His career has taken him from an Art Director, to Strategist, to International Creative Director at McCann Worldgroup.

Andres won dozens of awards throughout his career, including all major festivals, such as Cannes Lions, One Show, Eurobest, New York Festival, LIA, EPICA and Dubai Lynx. He is a graduate of the Berlin School for Creative Leadership and currently one of the influential creative leaders of McCann Bucharest, the agency with the largest number of lions in the region.

LIONS FESTIVALS accolades:

CANNES LIONS **BRONZE** / Cyber,
multiple finalist in Promo & Activation / Cyber / Outdoor
DUBAI LYNX **GOLD** / TV & Print **SILVER, BRONZE**

 /AndresVergara



WHY I recommend
ELENA HURJUC
Talent, wit & tonic vibes.

ELENA HURJUI

the mother of all hybrids

Elena Hurjui is the co-founder of Heraldist & Wondermarks, a contemporary creative hybrid, at the crossroads between an ideas boutique, consultancy company, start-up accelerator, product innovation lab and social experiment. Before launching Heraldist back in 2014, Elena led Coca-Cola Company's advertising across the Eastern European market on behalf of McCann, as well as Coca's sponsorship of the Olympics. Before that, Elena had headed marketing communication activities for PepsiCo and was awarded a Grand Effie. She has 12 years of experience in advertising and held senior positions with major global agencies such as BBDO, McCann, Ogilvy or Publicis. Elena experienced the expat life in Berlin and Moscow, before choosing Cluj, the "Silicon Valley" of Europe, as the favourite place to live and work in.

As a shy kid, observation was my favourite sport, thus stories helped me comprehend the world

2

My inner universe revolved around stories (in books, in people's tales, in leaves of grass). As a shy kid, observation was my favourite sport, thus stories helped immensely to comprehend the world and its people, the foundation of my later work: building teams or brand strategy.

3

Berlin, my first (and only) sabbatical.

4

Pepsi Vintage "Today, same as yesterday" 2011

5

Pepsi Vintage "Today, same as yesterday" 2011

6

Hunger. That need of proving we have a strong creative voice, despite only having played the game for a quarter of a century.

7

www.pidjin.net/2009/10/12/mount-sini/

8

Don't regard Romanians as the underdogs, but as the creative hunters that they are.

9

The former BBDO HQ: old house + barbecue garden + Viking boat + dogs & cats + some of my favorite people in the world.

10

Cluj-Napoca, my new found home & the place for the next creative hub in Romania.

featured in

adsoftheworld.com
bestadsonline.com
advertolog.com

www.heraldist.com

PHOTOSHOOT LOCATION: www.restauranttwelve.ro
 a space designed by Cosmin Todor



ME.ALCHEMY

#LadiesFirst

ROMANIAN DESIGN: Elena says you should explore the work of

ANDRE

COSMIN TODOR @TWELVE

ELENA

COSMIN

Cosmin Todor was born in 1977, in Hapria, Alba, an idyllic place in Transylvania. He studied in Cluj-Napoca, at the University of Art and Design, majoring in Sculpture. He has over 15 years of intense experiments as a designer. Passionate about unexpected usages of stone, metal, glass and wood, he is using light as the fluid glue that makes all elements relevant to one-another. He is one of the most sought-after Cluj designers of the moment.



He signed commercial projects that brought new life to glorious local brands such as Napolact, Panemar or Moldovan Carmangeria Sannicoara and a total magnetic touch to spaces at Gandhi, Salad Box, Sofaman, Marty, Olivo Caffee, Petit Caffee, Zama, Polo, Twelve or Maron.

from Hapria,
with love

www.todorfcosmin.com



#LadiesFirst

DAN FRÎNCULESCU petition for concision, with a smile

DAN

WHY I recommend
MIRUNA MACRI

Because she has generated the coolest project developed last year in Romania, Street View Test and for the awards it has gotten. Also, because she is an example of discipline and thirst for good work.



MIRUNA

GHICA

He has won statues in various shapes and metals, which complete his growing collection of shiny door stoppers. He got recognition in festivals like Eurobest, Effie, Cannes Lions, Golden Drum. Apart from working for brands, he likes writing comedy and keeping his blog short.

LIONS FESTIVALS accolades:

CANNES LIONS
EUROBEST

SHORTLIST / Media, PR, Press
BRONZE / Promo & Activation

dan.frinculescu@publicis.ro



DAN

MIRUNA

GHICA

#LADIESFIRST

MIRUNA MACRI

the cosmopolitan wit

When it came to education, Miruna had it all planned out: art college. Somehow, the planets failed to align, so she attended the Superior School of Political and Administrative Studies, studying advertising. Two years later, she went back on her art path: Miami Ad School. After one year in rainy Hamburg, she went over the pond to New York, where she interned at P&B-C, 960i and JWT. In January 2014 she started working at Publicis, currently being an Art Director at MRM / McCann Bucharest. Some of her early projects went viral: The Passfolio (featured in PSFK, Taxidesign, Agencycopy) and KissingRyan (featured in BuzzFeed, Elle Glamour, tweeted by Vogue, generated over 100,000 user photos and made Ryan Gosling himself talk about it). More recently, Street View Test – a campaign she made for ACR, reinventing the way people study for a driving license test – took the media by storm and won multiple international awards.

featured in

Buzzfeed
Fast Company Create
Google Creative Sandbox
Agency Spy
DesignTaxi
Digiday
PSFK / Top shared stories
Trend Hunter
Yahoo News
Huffington Post
ELLE
Creativity online
Glamour
My Daily UK
News People
Refinery29
Digital Buzz Blog
The New York Egoist
Mato
Ads Of The World
Yorokubs
Adweek
Cosmopolitan

1

OK, Go.

2

I sucked at math.

3

Chatting over good food.

4

Street View Test – the first driving school method that uses real life scenarios from Google Street View.

5

I guess I'll never know? Probably Passfolio.

6

The local flavor and the short time it takes for ideas to see the light of day.

7

If my goat dies, the neighbor's goat should die too.

If my goat dies, the neighbour's goat should die too.

8

They're hungry and restless.

9

Control.

10

Stibu.



MURAL BY:
f / SweetDamageCrew

25

LIONS FESTIVALS

accolades:

CANNES LIONS

BRONZE / Promo&Activation
2x **SHORTLIST** / PR

EUROBEST

2x **BRONZE** / Promo, Media
SHORTLIST / Innovation

www.mirunamacri.com

ROMANIAN DESIGN: Mirsina says you should check out:

GHICA POPA

may the robots be with you



After graduating the University of Arts, he started working in advertising, as an art director. His work brought him numerous awards at advertising festivals around the world. However, in the last few years, illustration gained a major role in his life, as his skills grew popular among local & international companies.

www.ghicapopa.com

His distinctive style can be easily recognized by the mixture of robots, industrial rivets, square space vehicles and strange characters - influenced by science fiction, movies he watched as a kid, old futuristic cars, comic books and different art movements, from cubism to pop art. He has worked for Nike, DC Shoes, Less Taiwan, Bic, IKEA, Yahoo, Orange, Samsung, Windows, Nike clothing, L'Official Hommes and Coca-Cola.



#LadiesFirst

JULIEN BRITNIC

the cultural remixer

Appreciated by the New York Times art critic Jerry Saltz, appraised by *Taxi* design magazine, selected by Tumblr on their list of notable content generators and celebrated on Trend Hunter, Julien Britnic (Julian Facionu, on his real name), is a copywriter and "cultural remixer". In online, Britnic is a conceptual DJ who visually remixes everything around him (anthropologically speaking). He reimagines the book covers of Romanian classics by associating their titles with images from the contemporary pop-culture. In his work, things, people and concepts perceived as from different spheres come together. Their contrast results in surprise, laughs and a re-thinking of values.

After gaining online recognition, he coupled with the fashion designer Lana and launched Lana X Britnic - an arty fashion brand based on pop-art visuals inspired by the icons of Bucharest nightlife and classic Romanian literary personalities. It's a mix of urban anthropology, relaxed attitude, common knowledge and pop culture.

WHY I recommend LANA DUMITRU

If you want to know something about Romania but you're too bored to read it on Wikipedia or Lonely Planet, check Lana Dumitru's collections and you'll begin to feel something about this understated piece of Eastern Europe. By doing so, you don't need to understand Romanian to really understand Romanian: the catchy and colourful visual textile stories with universal messages told by Lana can be apprehended by anyone on the globe. Somehow, magically, you'll feel a bit Romanian.



@JulienBritnic
popsgoesthepenguin.tumblr.com

ME. ALCHEMY

LANA DUMITRU

the fashion ideologist

A prodigy child in poetry with international literary awards before graduating high-school, Lana also explored modelling, acting and illustration before becoming a designer acclaimed by Vogue, New York Times or Trend Hunter. She earned her MA in Rome and her PhD in Digital Design in London. While in UK, she was a member of the digital design team for Mary Katrantzou. She started her brand 6 years ago, creating "wearable opinions", as each item is a speech bubble from her philosophy. By posting a photo of herself wearing a dress with her Facebook profile printed on it, she took the press by storm, resulting into the birth of the current lanadumitru.com. She considers herself an artist, as you'd find her clothing in a museum rather than a shop. She is taking inspiration from the Romanian folklore, remaking it for the trendy, digital-savvy generation of the 21st century – having managed to turn the national uncool into the international cool. Her collaborations – with Puma in a custom print jacket coined "T7 Etno Shaka Puma by Lana" and "Lana for Photolife", which resulted in a 3-legged chair with her signature print – both gained worldwide recognition.

1

I made my grandma cool, that's my supreme accomplishment. By taking inspiration from ancestral Romanian folkloric items and remaking them, what was out-dated is now trendy for the digital-savvy generation.

2

As a child, I planted my gold earrings in my grandparents' backyard and I properly tended the spot, hoping that an 'earring tree' would bloom.

3

I got my first computer at 8 years-old, as a present for my grandma for being the first in class. It came with Microsoft Paint, of course – and that's how it started. I've been experimenting digitally ever since.

4

I'm always most in love with my latest. Currently, I am working on an innovative Swarovski design project, with a fellow architect.

5

Lana for Puma. Who could predict that the pattern from my grandma's carpet would be a to-die-for jacket produced by a giant global brand, becoming out-of-stock in a very short time?

6

Doing plenty out of nothing.

I planted gold earrings hoping an "earring tree" would grow

7

One of our favourite desserts is 'coliva', a special kind of sweet prepared to celebrate the dearly departed.

8

If you want a good, hard-working creative, hire a Romanian; we're used to struggle.

featured in

New York Times
Vogue Living
The Wall Street Journal
Boston Globe
Vogue USA
La Repubblica
Artrebels.com
Beautiful Decay
Trend Hunter
Lost in E Minor

9

In bed

10

Any village that has not yet been touched by the speed of modernisation.

AWARDS

Puma Creativity Award
ICRArtistic Residency in Rome, Italy
Limerick, Ireland Fashion Design competition
Chevrolet Creativity Award

www.lanadumitru.com
www.shop.lanadumitru.com

showcased in

London Fashion Week
Salone del Mobile
Holon Design Museum
Kalmat Art Museum
Malmö Design Centre
Horniman Museum

PHOTOSHOOT LOCATION:

f /MoonyCoffeeRoom



ME. ALCHEMY

#LadiesFirst

RUXANDRA MATAACHE

On a fresh perspective, since childhood

Ruxandra has always had the soul of an artist, having studied in art schools from an early age. After specializing in Industrial and Product design at the National University of Arts Bucharest, she worked as an Art Director in Gray Worldwide and OgilvyAction, before moving to TBWA \ Bucharest in 2010. Here, she grew once with the company, being promoted to Group Creative Director as the agency merged into Friends \ TBWA. She is in charge of all creative work on her account, McDonald's Romania, having worked on it for almost 5 years now. This long-term experience helps her coordinate the two creative teams she's leading.

1

Any kind of art. Old cities with elegant buildings and ancient statues, where art and history are around every corner.

I was scratching the walls of my room with my hair pin

2

As a 2-3 year-old, I used to drive my parents crazy: instead of taking afternoon naps, I was scratching the walls of my room with my hair pin, drawing all sorts of stuff. As a child, I only drew houses in perspective.

3

Every time I meet for a drink with friends who are also artists and we talk personal projects.

4

A pinhole camera hidden inside a girly purse.

5

My latest: "HEART OF", a visual statement of the things I care about, also to be printed on t-shirts.

6

We try harder at being creative and finding new playgrounds.

7

We have a merry cemetery.

8

Try searching for creatives in Romania, you will be surprised.

9

Depending on the mood: Carturesti Carusel library, Alt Shift, Clismiglu Park and my back yard.

10

For quiet mountains, traditions, best milk, gorgeous views - Vatra Domol. For art, happenings, parties, people always on the move and growing - definitely Bucharest.



25

Bo /RuxandraRa

JULIEN

LANA

CRISTIAN

ROMANIAN DESIGN: Lana says you should explore the work of

CRISTIAN CORVIN @ MOONY COFFEE ROOM

Corvin Cristian is a designer trained as architect, who worked ten years as a production designer and art director for movie sets. In between, he designed exhibition pavilions, scenography for TV commercials & shows, clubs and restaurants. Starting 2008, Corvin has been leading a team specialised in hospitality projects, as well as retail and office spaces. In 2012, Corvin Cristian Studio joined multidisciplinary team Theleisureway in developing innovative design solutions for the changing retail environment. His work has been featured in major contemporary design outlets, albums & magazines around the world.

He won several trophies at Property Awards London, his work was repeatedly shortlisted at Restaurant and Bar Design Awards, London and World Interior News Awards. If there is such a thing as humour in interior design, Corvin has it. He knows how to play with tradition in both a reverent and ironic way, how to tap into contemporary trends with a witty mood, how to bring cultural allusions at the table.

www.corvincristian.com



#LadiesFirst

MIHAI FETCU the unicorn

LIONS FESTIVALS accolades:

CANNES LIONS

GOLD / PR

2X SILVER / Media, Promo & Activation

BRONZE / Media

EUROBEST

nomination @ Lions Health Gala

GOLD / Media

mihai.fetcu@geometry.com



Passionate about creating things, Mihai started his career as a product designer and art director. Before turning 23, Mihai had already been exhibiting his first auto prototype, a 4X4 car 100% functional - built by him and 3 other enthusiasts. Mihai is one of the pioneers of the industry. In the last 18 years, he worked for relevant advertising groups, starting with TBWA\Bucharest, Grey, Tempo and Lowe. For the past 4 years, he has been leading a team of over 40 people as Creative Director at Geometry Global Bucharest.

Mihai's work has been highly awarded, with more than 80 medals at international and regional events: Cannes Lions, Eurobest, LIA, Epica, ADCE, Cristal, Red Apple, Webby, Effie, Team P&G Awards. In 2015, he won the very first Gold Lion in PR for Romania. In 2016, he served as Juror at Cannes Lions / Promo & Activation.

WHY I recommend
FLORINA ALEXANDRU

She is a visionary, an individual gifted with a rare combination of hard work, spicy humour and a genuine interest for evolution.



Activate  windows

FLORINA ALEXANDRU

the spicy one

She is a well-seasoned multi award-winning A-list agency hotshot – a passionate idea seeker with a proven track record for translating complex ideas into sleek, successful campaigns. Don't let her clean lines and soft spot for beautifully crafted type fool you, this is all a plot to rule the world, one brand at a time. She has worked with some pretty cool brands, including Coca-Cola, Vodafone, Mercedes-Benz, Mars, PB-G, Absolut, Nestle, Omron, Save the Children and won over 30 awards at high level international competitions. With over 18 years in marcoms, starting as an illustrator, to junior art director and then senior art director, she's worked for some of the most important advertising groups like DiArcy, BBDO, Gray and Geometry Global. She's a bit of a character, with her certain type of craziness and sarcastic wit. She's kind of a mix between Elaine Benes and Joan Holloway with equal amounts of crazy humour and panache but slightly less drama.

6

Romanian creativity is still a kid in the international creative family, and childhood is by far the most creative age of our lives.

7

'What does an optimist sees in a cemetery?' Only plus signs!

Best inspiration came when bargaining for tomatoes in the local farmers' market

8

Romanians come up with great ideas in half the time creatives from other countries usually have at their disposal.

9

The Container food van, where you can eat the greatest pile fish-eggs around a standing table.

10

The Dadliest halt on Dealul Negru (the Black Hill), where you'll find the best micr lighted minced meat roiled in Romania.

featured in

Adforum
Adland
Colorbus
Maloweady
Activationideas

1

Stallone singing top-notch country music in the movie Chinatown.

2

On Christmas, instead of writing a letter to Santa, I'd slash the toys I wanted. Maybe that's why I got all the quirky trinkets.

3

Bargaining for tomatoes in the local farmers' market.

4

The RGB News

5

#DOHATEKIM

LIONS FESTIVALS accolades:

CANNES LIONS

GOLD / PR

2x SILVER / Media, Promo & Activation

BRONZE / Media

nomination @Lions Health Gala

GOLD / Media

EUSOBBEST

[in /in/forflorinaalexandru](https://www.linkedin.com/company/forflorinaalexandru)

25



MIHNEA

FLORINA

RALUCA

ROMANIAN DESIGN Florina says you should take a look at

RALUCA HUZUM MEN'S CAVE

Romanian men are disadvantaged when it comes to clothing, style counseling or a space where clothes are created and tailored for different body types. Is there a gap in the market? There you go - that's why Men's Cave concept store was born. They value style, practicality and confidence; therefore they create smart casual fashion pieces in limited editions. They find the perfect clothing solutions and turn each appearance into a demonstration of trust. The hand-made accessories are, of course, the cherry on the cake.



www.mencave.ro

#LadiesFirst

MIHNEA GHEORGHIU the pioneer



Mihnea got into advertising at 19, in Leo Burnett Bucharest. In the years that followed, he worked in Paris, London, Madrid, Toronto and New York for brands like Xerox, Intel, P&G, Bacardi, Land Rover, Virgin Atlantic, MTV, Canon, UNIQLO, Oreo, cigarette brands and political campaigns. The work he created over the years has won at Cannes Lions, Clio, One Show, Young Guns, Andy, D&AD, New York Festivals, Art Directors Club, London International, Eurobest, Epica and many comments on some advertising blogs. Mihnea likes to think of new things to say or new ways to say the same things. He really enjoys that stuff. That and raccoons. Mihnea thinks that raccoons are cool.

Since 2013, Mihnea has been Group Creative Director in Publicis, Bucharest. Throughout his career, he served as jury in New York Festivals, Young Lions South Africa, Ad Stars and Kiev International Advertising Festival.

LIONS FESTIVALS accolades:

CANNES LIONS

SILVER / Press

2x BRONZE / Promo&Activation, Mobile

3x shortlist / PR, Outdoor, Design

CRAFT GRAND PRIX

3x BRONZE / Press, Outdoor, Design

in /in/mihneag

ME A LUCKY

WHY I recommend SANDRA BOLD

In just two years, she grew like others in five: from junior / mid-level to Head of Copy. She's done the coolest digital campaigns in Romania for Lidl (and almost the entire retail

category) Valentine's KissCam, Amar y Comar, Mowat. Her campaigns won at Eurobest or ended up shortlisted at Cannes Lions. RTCC Smart Kids of Instagram, Coca-Cola Water for Good & Pin the Ribbon. And she keeps going strong.

SANDRA BOLD

Putting the gold in DiscoBold

Sandra Bold is one of the very talented young copywriters of the Romanian advertising, who proves over and over that a fresh sense of humour works best when associated with brands in evolution. She enjoys experimenting with Facebook and fashion, while winning international awards as easy as Sunday morning. Before starting at MRM / McCann, where she is currently Head of Copy, she worked for Mercury 360 and Saatchi&Saatchi. She served as juror in New York Festival and her work gained recognition in D&AD, One Show, Eurobest and Cannes. She has a bachelor's degree in interior architecture. You can find her social media persona under Sandra DiscoBold.

featured in

New York Mag
The Guardian
Elle
Cosmopolitan
Glamour
The Independent
Mirror
The Telegraph
Distractify
Daily Business
Lurzer's Archive

1

Oh boy. From Barbies to Britney Spears to punk rock to heavy metal to heavy metal awards to travel.

2

This goes from my mom: my parents always felt a bit weird when people asked me what I wanted to do when I grew up. All the other kids were answering serious stuff, such as doctors, astronauts or engineers. I wanted to make commercials like on Cartoon Network, because I would have gotten to play with all the toys.

3

My first workshop at the first festival I ever attended. Mind. Blowing. Energy. Flow.

4

Bittersweet Pies, dedicated to the gender gap topic.

5

Bittersweet Pies.

6

It's never-ending and amazing. Yay Romanian!

7

Farmers' market cardboard advertising: 'Black Friday potato sale' is one example.

8

Go for it!

Romanian humour //
cardboard advertising:
'Black Friday potato sale'

9

Summer rooftops close to sunset.

10

Pitestii, mom's house.



25

LIONS FESTIVALS

accolades:

CANNES LIONS
5x **SHORTLIST**

EUROBEST
**GOLD
SILVER**

[LinkedIn.com/in/sandra-bold](https://www.linkedin.com/in/sandra-bold)

MIHNEA

SANDRA

ANDREEA

ROMANIAN DESIGN: Sandra says you should explore the garments from

ANDREEA BADALA

MURMUR

Andreea Badala, the designer behind Murmur, has always been obsessed by the diversified beauty of the feminine body shape. After studying Fashion Design and Pattern Technology at London College of Fashion and working for designers such as Alexander McQueen and Emilio de la Morena, she decided to express her adoration, creating Murmur.

Murmur celebrates the main essences of women, femininity and sensuality in luxury pret-à-porter garments. The brand has its inspiration taken from a mélange of retro elements and underwear shapes, brought in designs by handcrafted retro bra cups, delicate bondage details and various interpretations of the suspender clip.

www.murmur.ro



Celebrities such as Madonna, Beyoncé, Kylie Jenner, Lady Gaga and Britney Spears chose to wear Murmur for their videos or public appearances. The latest collaboration was for the Covergirl campaign starring Katy Perry. Murmur was featured in fashion editorials for Vogue UK, Spain and India, Elle UK, Grazia Italy, Brides Magazine.



#LadiesFirst

MIRCEA PASCU

the believer

MIRCEA

ADA

OMD

LIONS FESTIVALS

CANNES LIONS

**GOLD
SILVER
BRONZE
GOLD**

EUROBEST

[linkedin.com/in/mircea-pascu](https://www.linkedin.com/in/mircea-pascu)


WHY I recommend ADA IFOTDI

Her enthusiasm is contagious, her ideas - vivid, her solutions - remarkable.



After coordinating major marketing departments for clients like L'Oréal, Henkel or Danone, Mircea Pascu became the Managing Director of Geometry Global Bucharest in 2012. In this capacity, he transformed the agency into a multi-awarded, first class communication entity, capable of delivering memorable communication solutions across all platforms.

In 2015, Geometry Global won the first Romanian Gold in PR at Cannes Lions, with the same case study that won gold in Media at Eurobest 2014. Throughout the past couple of years, the agency was highly honoured at international festivals, thus turning Geometry Bucharest office into a major contributor to the network's global reputation. Mircea served as a juror at Eurobest 2016, the same year Geometry won over 80 international distinctions in major industry events.

ME. ALCHEMY



ADA IFTODI

the younger version of the Wonder Woman

Ada Iftodi is a multi-disciplinary creative individual, using her skills in the Client Service department. With over 5 years spent in Publicis and Geometry Global, Ada is the perfect complement for every creative striving for international recognition. She delivered campaigns for L'Oréal, Sanofi, Alka, Hainkeken, Visa, Danone. Some of the campaigns were awarded in sales efficiency or creative advertising festivals such as Eurobest and Cannes Lions. Ada injects passion in every project she coordinates and at only 27, she is a key player in the Geometry Global team.

1

When I take time to sit back and appreciate that I have the opportunity to be part of a great story, written by myself, every day.

2

As a young girl with an older brother, I always found creative ways to blame him for my mischiefs. Once, we pretended to film a movie - him, the director and I, the actress (obviously) - imaginatively recreating sets and using our mother's clothes as props. By the end of the 'shooting', half of the clothes were seriously damaged. When my mother found out, my brother was to blame because I argued 'an actress does whatever the director says'.

3

Late nights at the office with the team.

4

The Internet of people
www.internetulpoporului.ro

5

#sealbelib00bing
www.sealbelib00bing.com

6

We have lots of unusual yet funny customs and behaviours that become hilarious and memorable advertising campaigns.

7

The Merry Cemetery from Sapanta: with its funny messages & colourful wooden crosses, it demonstrates not only our humour as a nation, but also the lighter side of death.

8

Always 'sell' the city where the Romanian creatives should relocate as a party, never-sleeping one.

9

Romanian Athenaeum

10

The Vadu wild beach

featured in

The Urban Dictionary
CBS
GQ
Right This Minute

I always found ways to blame my brother for my mischiefs: "an actress does whatever the director says"



LIONS FESTIVALS

accolades:

CANNES LIONS
BRONZE / Promo&Activation
SHORTLIST / PR

[linkedin.com/in/ada-iftodi](https://www.linkedin.com/in/ada-iftodi)

IOANA HALUNGA

the experimentalist

Ioana Halunga is a 26-year-old Romanian creative that started working as an illustrator for Playboy at 16. She carried out her work experimenting in different domains and cultures. After having studied at The Alternative School for Creative Thinking and winning Gold in the Roger Hatchuel Competition, she received a scholarship to study Design at Istituto Europeo di Design in Milano, where she graduated cum laude. As the designer behind a Perpetual Calendar for pigriti, she was appraised in many Italian magazines. She VJs, paints and draws under the name Inkispective. Her latest work was sold at over 6000 eur. She works with clients from the USA, Singapore, Indonesia, Malaysia, Australia and Kuwait. As a designer collaborating with Havas Singapore, she was part of the winning team that received Gold at the Marketing Excellence Awards Singapore in 2015.

1

New environments, passionate people and living in the moment.

One nail polish colour wasn't enough, so I started drawing on top of it

2

When about 10yo, I got nail polish from Santa (yes, I still believed in him). I found one colour quite boring, so I started drawing on top of it. My mother thought I should put that to more good use so she suggested I take art classes.

3

In the middle of a party or festival.

4

Over the Hills

5

The Singapore series

6

Anything goes.

7

"las-o ca merge si-asa" - "leave it as it is, it can work". It can apply a lot to painting, in a good way. Sometimes, mistakes might just add that extra something.

8

If you choose well, you can get great results.

featured in

Saatchi New Drawing Collection
Mirador Art Gallery at Ozora
ARCI Bellezza, Milano

9

Club Eden

10

Danube Delta

LIONS FESTIVALS

CANNES LIONS

GOLD / Roger Hatchuel Academy

facebook.com/ioana.halunga

25



RADU

IOANA

VLAD

ROMANIAN DESIGN: Ioana says you should take a look at

VLAD BUTUCARIU

the conscious futurist

Vlad Butucariu is a graphic and product designer passionate about systems and creative things. Growing up as the son of a glass artist, he's learned how to handle both the high heat and the sharp edges. He is a graduate of the National University of Fine Arts Bucharest, The Alternative School for Creative Thinking and AKV St. Joost Breda, Netherlands, with a master's in graphic design. In 2012, he co-founded Studio Squash, an interdisciplinary design studio based in Rotterdam. Determined to challenge the current status of the designer, he initiated 5 years ago Open Set, an international design summer school with participants from 35 countries, taking place on two continents. In 2014 he also

founded an innovative product design company called Filo, focusing on sustainable and ergonomic accessories for office and home. Amplo, his non-electric sound amplifier made of wood enjoyed international recognition. Currently, Vlad is focused on creating generative graphics and disruptive online platforms.

www.filiostand.com



#LadiesFirst

featured in

Inhabitat
TrendHunter
The Verge
Design+
Play Magazine
CoolDile.com
Art Vibes Italy
Plug In Magazine
Design Cronica

24

SEBA

MANCA

ALEX

SEBASTIAN OLAR

the ticket controller turned creative legend



Sebastian was born and raised in Transylvania, having studied Marketing in Cluj. He started out as a ticket controller and somehow boarded the train to advertising, first class. He made a career in Bucharest, winning pencils and lions as group creative director for McCann Bucharest, contributing heavily to the agency's success. His work has been featured by media around the world: The Guardian, Time, The Telegraph, Contagious, BBC news - to name a few. In 2016, he's returned to Cluj, this 'Silicon Valley of Europe', a cosmopolitan city with a passion for evolution and reverence towards people. Nowadays, Seba works as Creative Director for UNTOLD music festival.

WHY I recommend
BIANCA DUMITRASCU:

She's brilliant.

LIONS FESTIVALS

CANNES LIONS **SILVER** / Direct
5x BRONZE / Creative Effectiveness,
Promo & Activation, Media, Direct

EUROBEST **GRAND PRIX** / PR
2x GOLD / Media, PR

cargocollective.com/theticketcontroller

ME. ALCHEMY



STEFAN

MARIA

MIHNEA

#LADIESFIRST

MARIA DERMENGIU

the lady of the craft

Maria is a visual artist, painter and product designer. For the past 3 years, she has been the creative mind behind Marie Nouvelle, a premium brand that creates and promotes art in various forms. In essence, it is an applied arts project in which the products (such as scarves and other accessories) embody patterns and visuals from her personal art exhibitions. Each product is made with immense passion and dedication. It is a personal statement, a contribution, a point of view. Following into her family's footsteps, she went to Law School, but later decided to follow her heart and studied at the Bucharest School of Art. She had her first solo exhibition in 2010, and many more followed. She was a finalist at the ELLE Decoration Awards for best Object Design of the Year 2015.

featured in

Tatler UK
Designrutz.com
Arch2o.com
MaisonHaute
Beverly Hills

1

Painting: colouring the canvas with my thoughts.

2

I used to dream up fashionable dolls and try re-create them on blank paper. I was spending hours drawing.

3

Paris.

4

Avon Inspiration Challenge

5

Creating an interactive kitchen for Delta Design Studio, which later enjoyed public recognition

6

It's free from conservative templates and mind-sets.

7

I used to dream up fashionable dolls and try re-create them on blank paper

8

Access them, while you can still afford.

9

My studio

10

Cluj

24

#LadiesFirst

www.marienouvelle.ro


ME.ALCHEMY



STEFAN

MARIA

MIHNEA

ROMANIAN DESIGN: Maria says you should take a peek at

MIHNEA GHILDUS DIZAINAR

Mihnea graduated from the University of Arts, Bucharest - Product Design section, followed by a Master's Degree at the Arts and Design Academy in Stuttgart, Germany. In 2012, he founded 'Dizainar', a place for creativity and production. He strongly believes in all the creators whose work he's exposing, the shop being a collection of Romanian design. Dizainar was awarded 'The most active supporter of interior design' at ELLE Decoration Romanian Design Awards 2014.

www.dizainar.ro



#LadiesFirst

SZABI SZEKELY the prodigy

Szabi Szekely developed his first application at 13, long before the concept of 'app store' appeared. In his youth, he lived the hacker experience, which he later converted into software creation and specialty consultancy. 11 years ago, he co-founded Halcyon Mobile in Cluj while still in uni - a company which today serves exclusively international clients, such as SmartUplo / Founders Forum, Red Bull Media House, Smith Hotels (Mr. & Mrs. Smith), Ryalto or Edge Ski.

The company has developed its own products (Dollarbird, MimeChat, Tweet7), appreciated by the international press, as well as doing consultancy for start-ups.

Their creativity in the spirit of technology and UX was applauded in tech publications worldwide: Techcrunch, Mashable, TheNextWeb, Re/code, Lifehacker, iMore sau Android Central, but also covered by the business, lifestyle or design press: The Guardian, The Huffington Post, Brand Hong Kong, Forbes USA.

3 times winner of FWA Mobile of the Day / for MimeChat (2015), Tweet7 (2014) and Dollarbird (2013), nomination at The Appsters Awards 2013 (Most Innovative App category), Top Mobile Developers Worldwide are just a few of the company's accolades. Szabi Szekely was appointed juror in Mobile at Cannes Lions 2015.



WHY I recommend
ANDREEA POPEȘCU

Fresh perspective on daily
fashion topics, geometric
vision intriguingly
translated into style
statements

ME.ALCHEMY

SZABI

ANDREEA

COOMINA

www.halcyonmobile.com



ANDREEA POPESCU

geometry at work

The Romanian fashion label Tulipe Nero came to life in 2011, as a long-time vivid passion turned reality. Andreea Popescu is the designer of the brand, alongside three good friends as associates. Tulipe Nero clothes are expressive and versatile, with minimalist cuts, as an invitation for women to harmony, inner balance, seduction and love. The first collections focused on digital prints inspired from nature, art or architecture. "Let yourself fly" used prints from photos of aircraft elements taken at the Museum of Romanian Aviation and a local airfield. The SS16 collection, "Geometry of Life", comes with carefully crafted items, blending multiple cuts and pieces, as a lifetime story, translated on cloth. Telekom Romania and Procter & Gamble are amongst the visionary commercial brands that have chosen to work with Tulipe Nero for their relevant projects. When she is not focused on the latest collection, Andreea is a strategy magician at Media Concept Store.

I made a waterproof outfit for the dog, using plastic bags and a lot of duct tape

1

Looking everywhere around, for shapes and colours to blend in my designs.

2

I was 6 or 7, walking the dog. Being cloudy, I didn't want a drop of rain on my Toby. Therefore, I took a bunch of white plastic bags and made a waterproof outfit for the dog, using a lot of duct tape and embellishing it with colourful drawings. Toby wore it like a catwalk model and mesmerized my neighbourhood.

3

Barcelona Museum of Contemporary Art

4

The latest SS collection, "Geometry of Life" by Tulipe Nero

5

Same as above

6

The power of doing magic with few resources

7

Making fun of our issues: never take yourself too seriously.

8

Get them now, if you look for inspired, adaptable and hard-working peers.

9

The Village Museum, for its serenity and its authentic spirit.

10

Moldavian Monasteries, for unique paintings and spiritual meaning.



25

www.tulipenero.ro

ROMANIAN DESIGN Andreea says you should explore the work of

SZABI

ANDREEA

COSMINA

COSMINA MARCU

the flamboyant touch

Cosmina considers herself a dream producer. After having graduated the Architecture University in Bucharest, she went through an Erasmus programme in Italy and a great learning experience in Sao Paulo, Brazil. Starting with 2012, she began turning her and her clients' dreams into reality as a young architect. In a boutique architecture office, alongside friends.

Her first interior design projects were in Constanta: Steak House by Genesiss, Coyote Ugly Club and Hacienda del Sol, a lovely Spanish themed restaurant and terrace. Beauty2ist, a beauty parlour in Bucharest, is wearing her flamboyant and feminine signature. Her latest commercial project opened last year: L'around Cafe – an effervescent, joyful place, designed for youngsters. A passionate supporter of Romanian art legacy, she is happily endorsing all things related with women traditional costumes and their intricate beauty.



facebook.com/cosminaruxandra.marcu

#LadiesFirst

VLAD TOMEI

supersomething

VLAD

SIMINA

ILEANA

LIONS FESTIVALS

CANNES LIONS
SHORTLIST / Design

www.supersomething.ro

WHY I recommend
SIMINA LEOTESCU

To creatives, great strategists are like great midwives: they ensure a 'smooth delivery' for beautiful 'babies'. Simina is probably the best 'midwife' I have ever worked with. She has a gift for finding a fresh start for ideas, which is another way of saying she does half the job before you even get started.



Copywriter by day, children's books writer by night, Vlad has been working as a copywriter for the past nine years. He also likes to dabble in other creative areas, such as making music. He has equally enjoyed doing projects for international brands like HBO, Vodafone, Walla, Grolsch or Oreo, as well as for local ones like Ursus Breweries, Boromit, Rompaper or Rauren.

In 2015 he teamed up with Mihai, his friend and former work mate to launch SuperSomething, a creative studio with an equal focus on grass-roots self-initiated projects as well as client-commissioned work. Their first editorial project, 'In Fata Blocului' (Around The Block) was shortlisted in the Design category at Cannes Lions in the very same year.

ME.ALCHEMY

Activate Windows

SIMINA LEOTESCU

to the point

Simina started in her current position of Strategic Planning Director at ODB one and a half years ago, after having led the strategic department at Propaganda for over 6 years. She went from a junior to partner and managing director, but eventually settled for her main passion: pure strategic thinking. Her role in ODB has been to form powerful competencies in the Strategic area within the agency. She formed a team of strategists and trained the client service department. Besides coordinating all strategic input & processes, she develops internal "tools" & organic, fresh flows for efficient campaigns. Simina also teaches strategy at the Journalism & Communication Faculty within Bucharest University.

1

An Abbas Kiarostami movie, narrow streets, the sound of a violin or of an accordion, fields with flowers, the smell of hay, graphic novels, films, poetry.

2

From lack of entertainment growing up in Communism, my brother and me created a detective game, with suspects' files and all sorts of stories around the cases.

3

The best inspiration comes from authentically interacting with people who are genuinely interesting, humane and enrich you as a person.

4

My first bold campaign: I suggested to the client to expose an unknown, controversial situation to their audience and mock it to their advantage.

5

How I positioned an energy drink: Renergy didn't turn you into a superhero, nor made you fly. It just kept you doing whatever it was that you were doing, albeit normal or boring.

6

It can be just as great, but quicker. People here have to get used to finding great solutions in less time.

from lack of
entertainment
in
Communism,
we created a
detective
game

7

The national television did a TV series on the 100 Greatest Romanians ever voted by the general public. Bula (the most iconic star of Romanian jokes) made it on the list despite being a fictional character.

8

See past the awards in famous advertising festivals. Look at the actual work, you might find some interesting stuff.

featured in

Adforum
Coloribus
Adventolog

9

For walking, Stavropoleos Street, with its church and beautiful buildings. For hanging out, Eden: a terrace that looks like a tiny urban forest.

10

The Saxon villages of Transylvania, where you feel like you've traveled back in time. The landscape has changed very little over the past 100 years.

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LIONS FESTIVALS

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SHORTLIST

behance.net/SiminaLeotescu