

**SIRBU**  
*production*

## About Sirbu Production

Established in 2007, Sirbu Production has quickly grown into one of the most reputable production teams and line production servicing companies in Romania. Our creative division deals with representing talented directors and providing all the pre-production, production and, at times, post-production to complete the job entirely. In addition, due to Romania becoming a thriving production location with extraordinary resources at globally competitive prices, we also offer our international clients our comprehensive range of line production services. Our portfolio includes popular music videos, commercials, corporate content, short films and photography projects (beauty and fashion, in particular). For a sample of our work, please visit [www.sirbuproduction.com](http://www.sirbuproduction.com)

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## About Romania

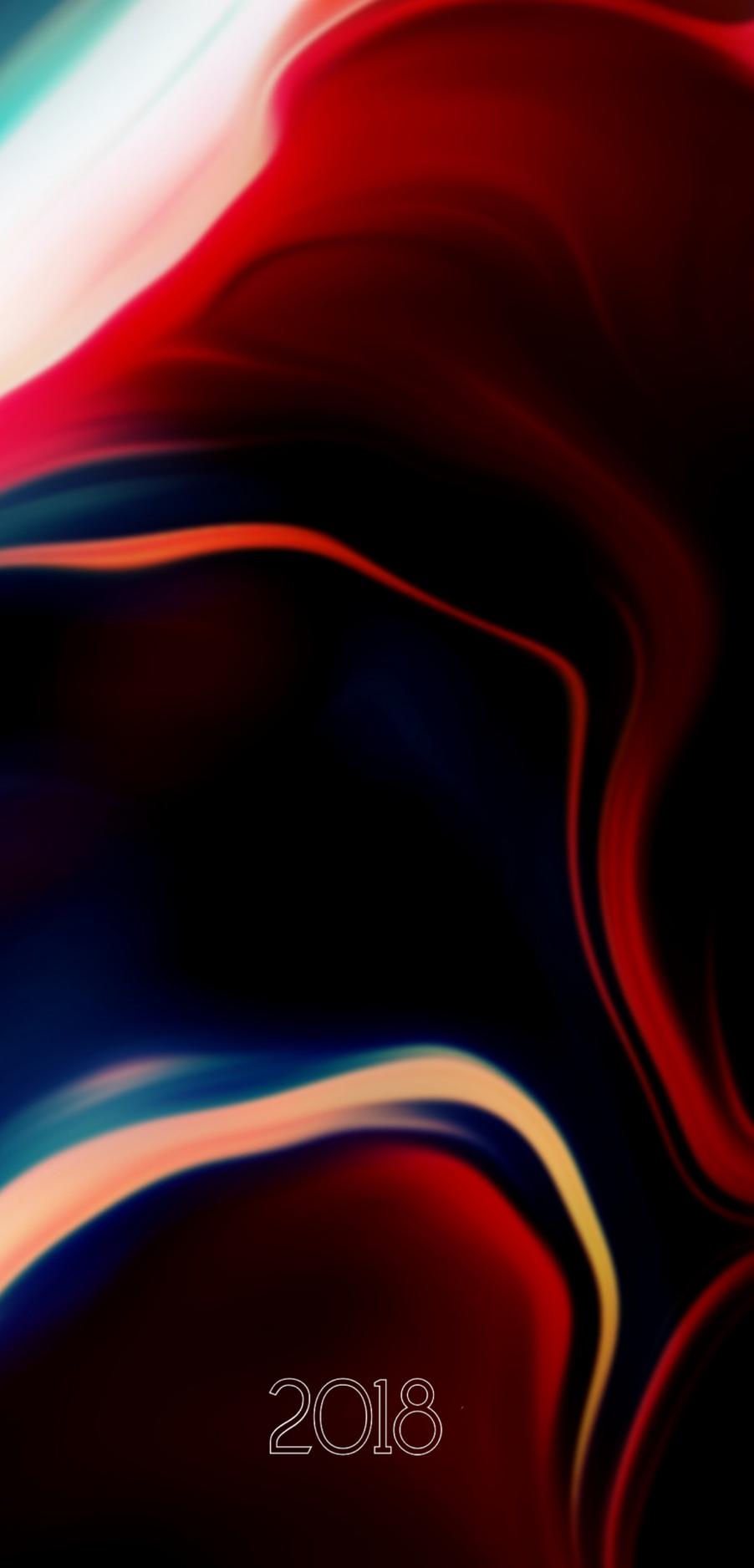
There are a number of reasons why Romania makes a great filming destination chosen by an ever increasing number of directors and production companies around the world. Conveniently bridging Europe and Asia, Romania's main advantage as a shooting location is its Return On Investment ratio. Moreover, what gives Sirbu Production its competitive edge is us having gained a reputation for reflecting that ROI also in terms of quality of our services, time yield and not cutting corners when it comes to the peace of mind and comfort of our guests. Besides being a reliable production partner, our family-orientated culture, stress-free etiquette and multilingual abilities often take our foreign clients by surprise and help us forge strong relationships that ultimately lead to them returning to Romania or recommending us to their colleagues. As regards assets, Romania boasts incredible landscapes and architecture; a diverse casting pool; all the standard camera and lighting equipment fit for TV and film production; qualified crew members; favourable tax incentives; lax rules and regulations in terms of work permits, visas and permits; yet reliable health and safety policies. With diligent management, Sirbu Production can guarantee all of the above are taken advantage of to meet and, where possible, exceed the needs of our clients.

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# Romania

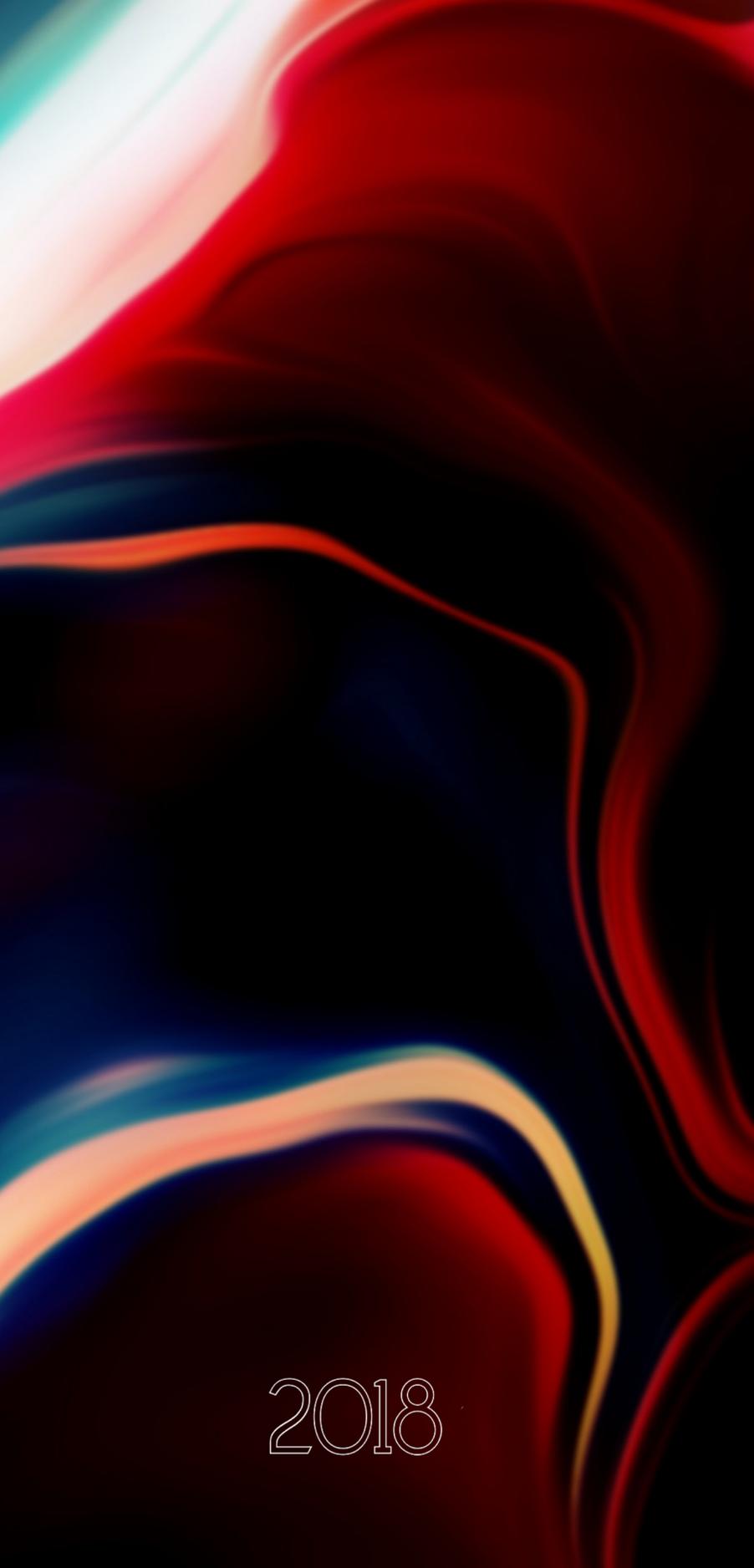




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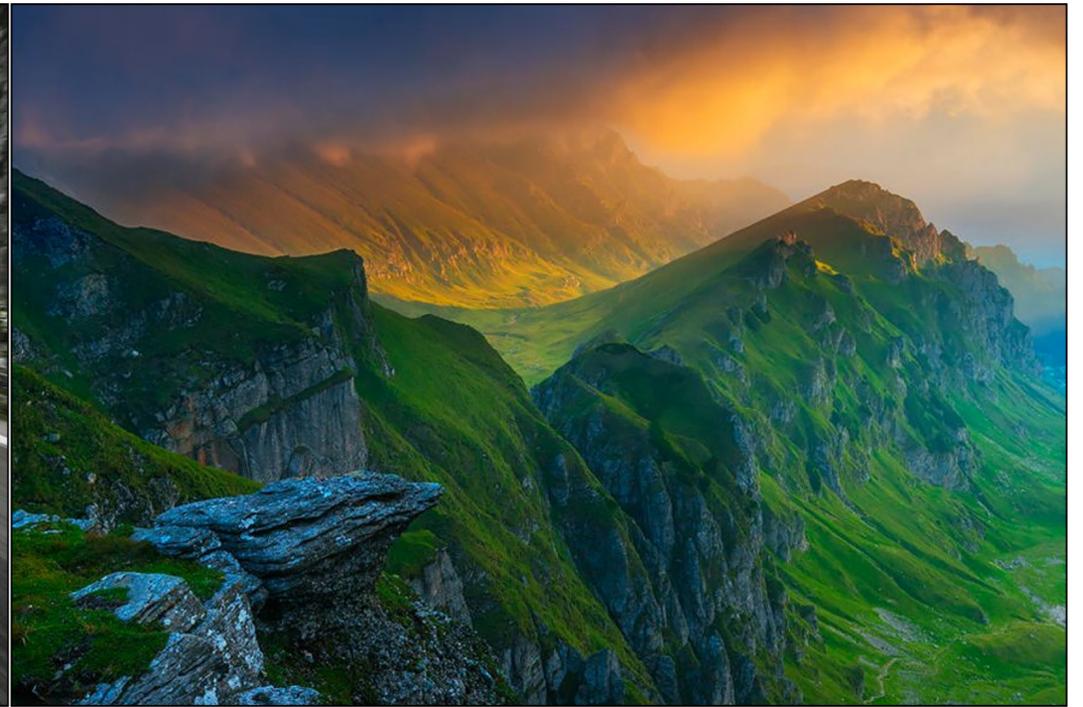
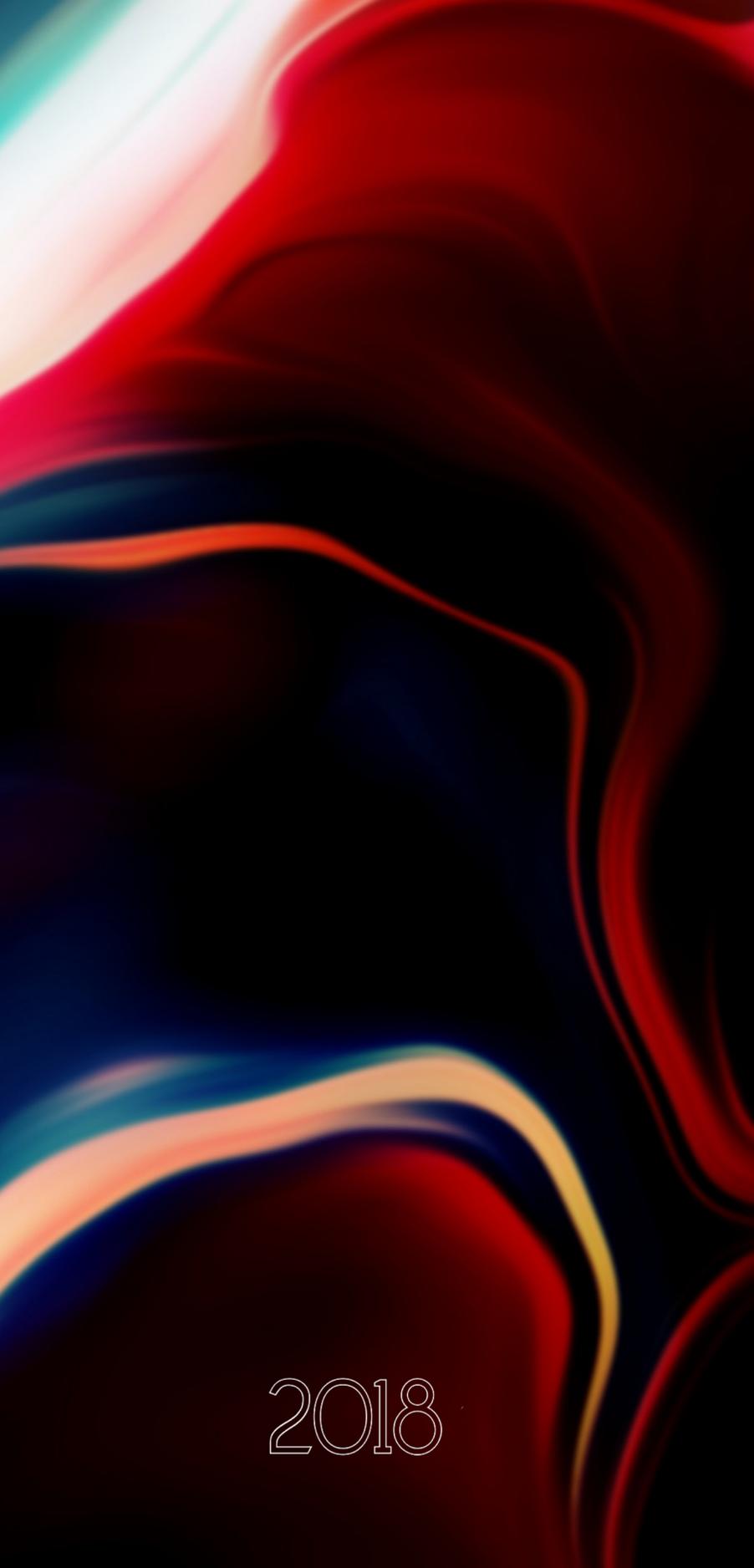
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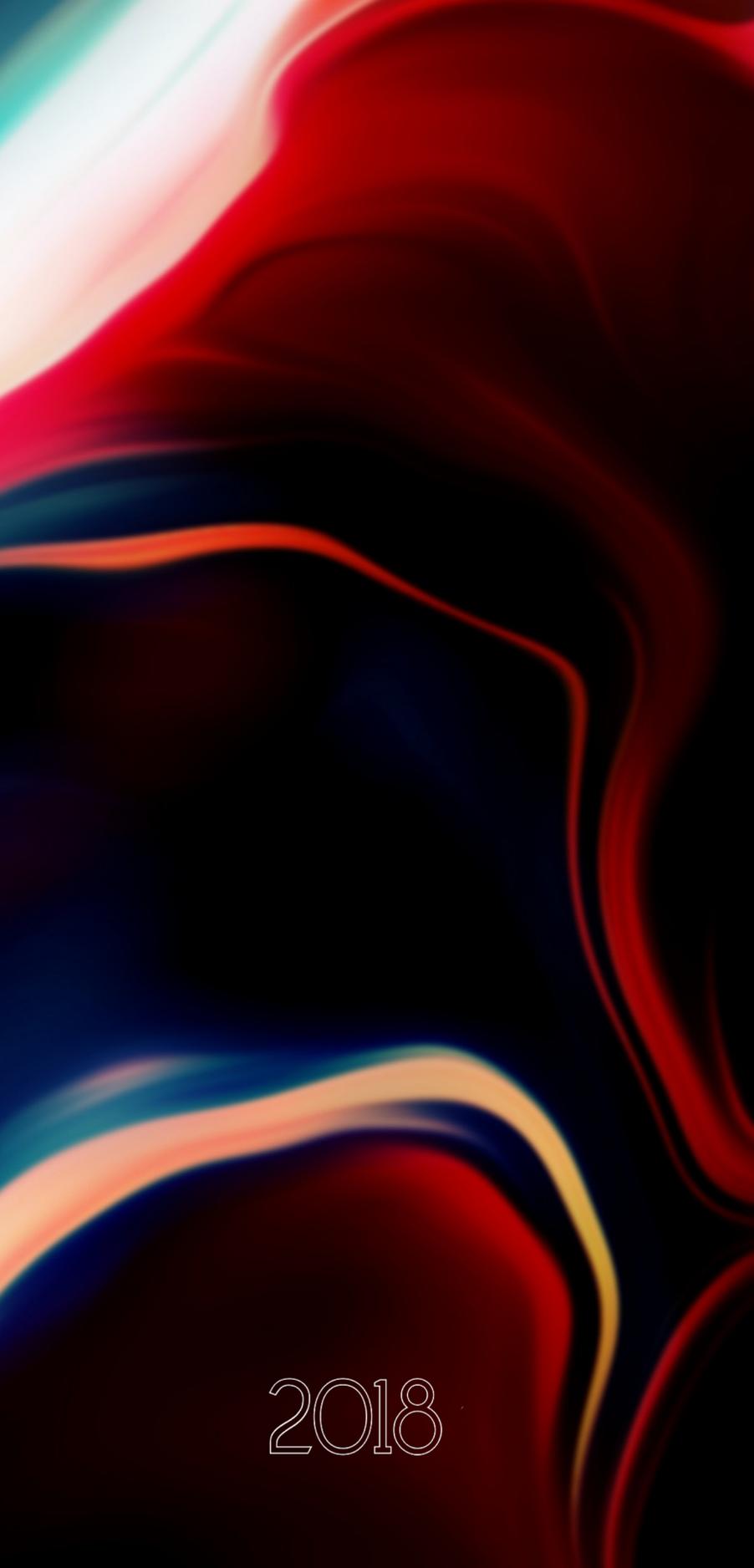


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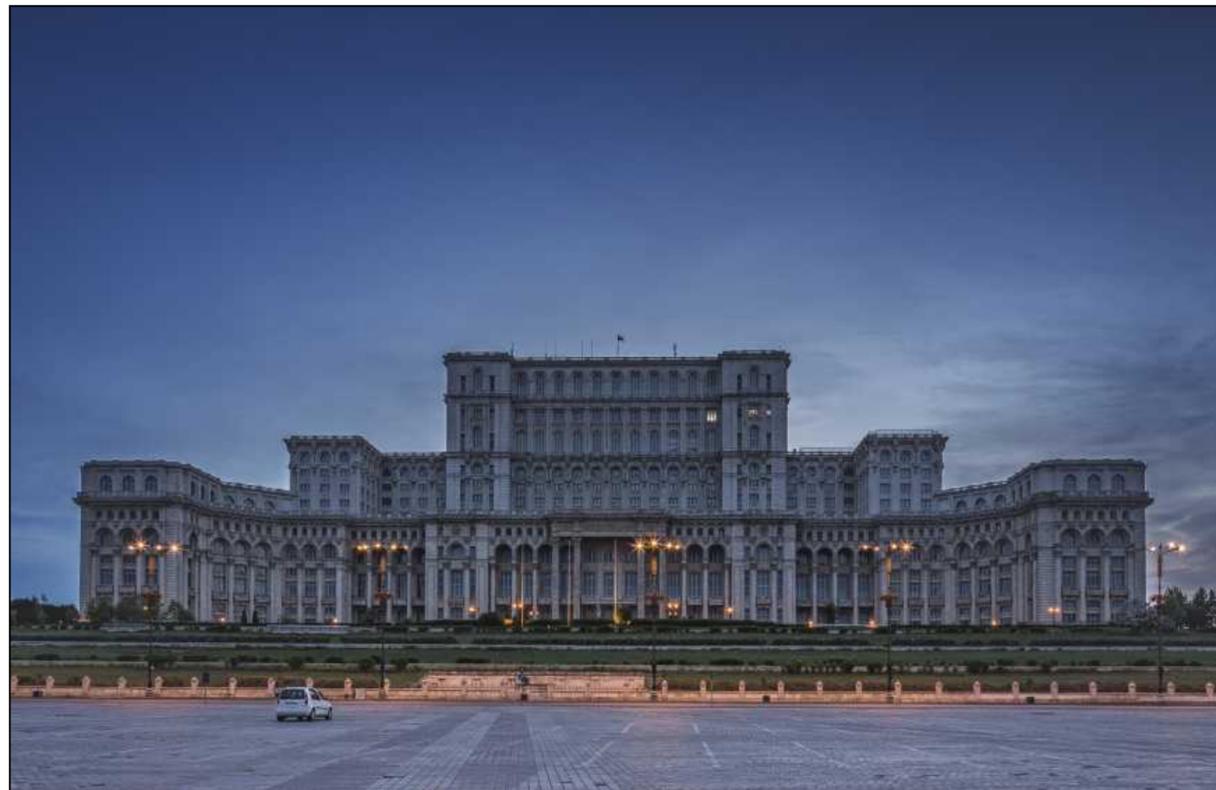


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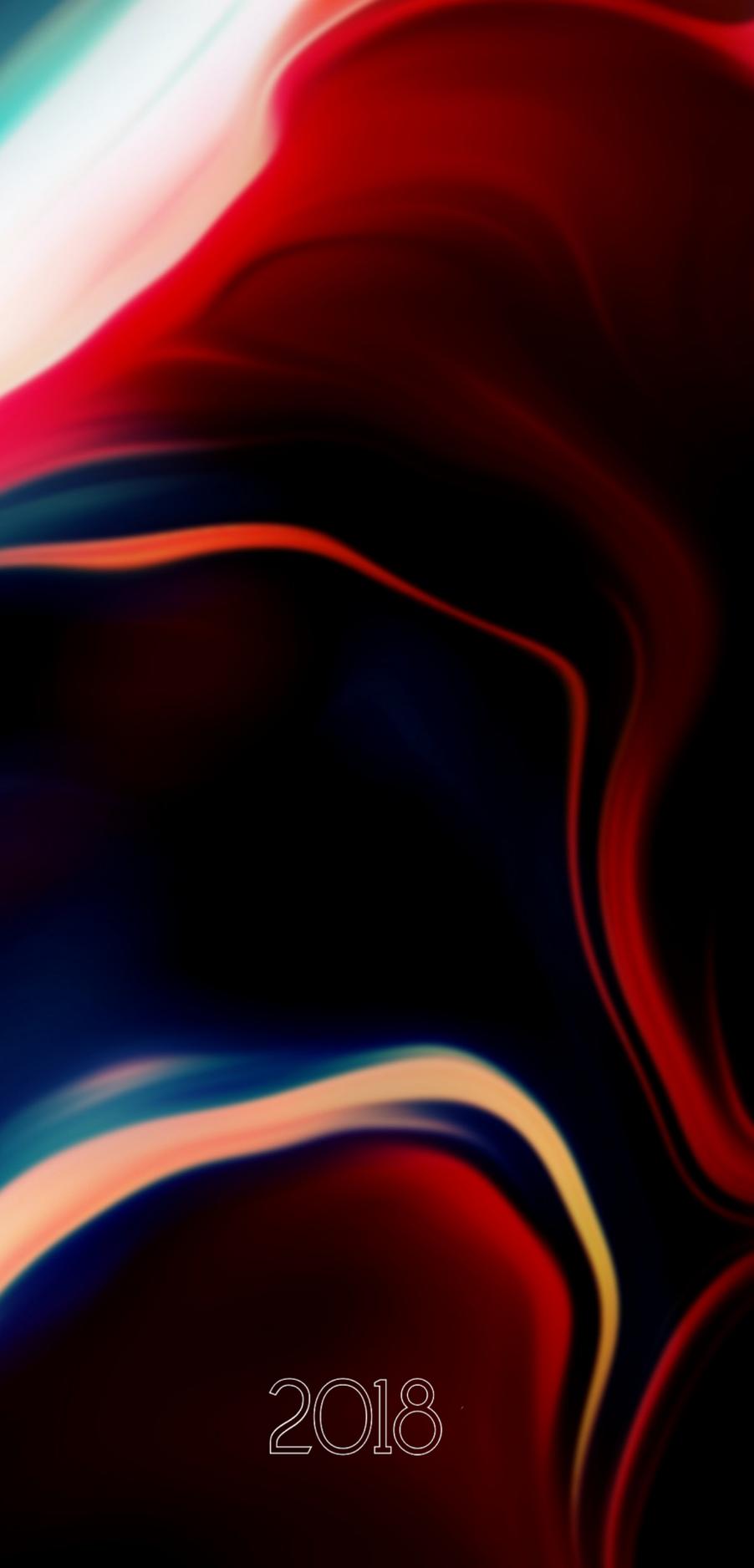
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# Cinematography

## Our Services

The hardest trick in the book is to convey a message without saying a word. Our directors are masters of cinematography, rendering some of the most intense moods through skillful cinematic imagery. They know how to get from A to B effectively and tastefully only through what seems like a strategically suggestive sequence of exquisite photographs. It is for this very reason that our directors get commissioned for briefs that require a more elegant angle.

### **Concept development & pre-production research**

In the event of a lack of a pre-established brief concept, we can develop it from scratch, keeping in mind the message that needs to come across, the client's brand identity, the budget, the execution timeframe and the way we can make the most of our assets and abilities.

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### **Line Production**

Sharp minded and meticulous by nature, we can take care of all the below-the-line aspects of production and have everything at the ready for our guest directors, crews and agency representatives to carry out the filming flawlessly. Usually, we get briefed on a new project, start dissecting the requirements list, coordinate as efficiently as possible with the creative team, prepare everything for the shoot, welcome our guests and ensure the production is followed through exactly as planned.

### **Production management**

We offer to oversee the entire production process, be it from the very formation of the concept all the way through to post-production, if need be. Please refer to the list below to find out more about the production services we provide.

### **Directing**

The directors on our roster were chosen from the best in the area. Each of them has a particular style, so that, when we are approached with a new brief, we get a diverse range of ideas which ultimately knit together into one great story.



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### **Scriptwriting**

Due to our streamlined approach to production, our directors double as scriptwriters and work with an extended team to write script proposals, taking into consideration the agreed upon concept, location, key visuals and messages, the budget range and, of course, the product itself.

### **Storyboarding**

As soon as the script is approved, the commissioned director and storyboarder work closely to create a meticulous storyboard digitally.

### **Shooting**

After preparing the set, crew and cast, and putting together the handbooks containing the approved script, storyboard, call sheet and all the details one could think of, the pre-light is set up well ahead of the filming time/day. The minute the cameras start rolling, it is all a matter of following the plan religiously.

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### **Location scouting**

Thanks to its diverse topography, Romania makes a versatile location to shoot in, offering favourable weather conditions and stunning landscapes, be it golden sandy beaches, breathtaking mountain tops, exceptional waterfalls or imposing volcanos. Its tumultuous royal past and cultural diversity has granted us with hundreds of medieval castles and fortresses, historic sights and spectacular architecture. A testimony to the latter is Bucharest being nicknamed Little Paris, thanks to the astounding architectural similarities between the two capitals. Moreover, magnificent constructions can be found throughout Romania, as well as secret gems we discovered on our prospection trips.

### **Set/Prop design**

Need to feel like you're on a tropical island? Or in a fairy tale forest? Or, perhaps, on Mars? We can make it happen. Our network of set and prop designers like a challenge and are able to cater to our clients' needs within record timeframes.

### **Casting & Background talent**

We collaborate with a number of casting agencies, which makes our talent database capable of handling demanding casting requirements. These include diverse character types, flexible extras, highly skilled lead actors/actresses, as well as reliable stunt performers.

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### **Local crew**

We are proud to say that our team is made up of some of the very best production professionals in the country, both great at their jobs and with a refined work ethic. Our strong relationships within the industry allow us to fill in any extra capacity requirements for large scale projects.

### **Styling**

Wardrobes are coordinated well in advance of the shoot, to ensure the styling is congruent with the colour palette, the concept and the message that needs to come across.

### **Hair & Make Up**

Besides their natural flair and artistic acumen to achieve the required looks, our hair and make up team work at a fast pace and keep careful track of the call sheet.

### **Making Of**

A videographer is always on set to capture the most memorable moments behind the scenes. It is in our Making Of's where our friendly culture truly transpires and you can see beyond the hundreds of hours of work, witnessing great memories in the making, both for our team and clients.

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### **Facilities' booking**

Romania excels at offering a diverse range of filming facilities, unrivalled amongst most countries in Europe. There is a reason why big budget films choose Romania as their primary shooting location. Dozens of soundstages, the largest water tanks in Continental Europe, acres of backlot, studios and all the other facilities needed for film and commercial production. Having spent so many years in the industry, we know these facilities like the back of our hands and can get the best deals for our clients.

### **Permits**

Obtaining permits for whichever location we needed has never been an issue for us, with our designated legal team taking care of any fathomable legal formality.

### **Insurance**

Peace of mind is ubiquitous in our work culture. For that reason, we have reliable insurance policies in place for an added layer of security.

### **Accommodation**

We have partnered with some of the best hotel chains in the world, which enables us to offer our delegations the best possible accommodation because we understand how important it is to have a good night's sleep and be able to disconnect after a long day of filming.

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### **Catering**

Grumbling stomachs make people distracted and unproductive, which does not benefit anyone. To make our sets as welcoming and efficient as possible, we have catering teams scheduled for fixed food breaks on set.

### **Transportation**

The moment our guests arrive at the airport, they are met by personal drivers that assist them throughout the entire trip.

### **Budgeting & Scheduling**

At Sirbu Production, we do not believe in overtime. Our call sheets are precise and we have a special affinity with numbers. Probably the most crucial aspect of all, we tend to discuss budgeting and scheduling at the very beginning of our collaborations.



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Contact us

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**THANK YOU**