



SWEDEN



MARIA VASCSAK AGENCY MAKING WHAT SEEMS IMPOSSIBLE ABSOLUTELY POSSIBLE WITH "PROJECT RED CARD" AND "RED CARD"

BY MALIN HL FORSMAN

Maria Vascsak is one of the successful founders and creators of the most exciting new Swedish agency today www.mariavascsakagency.com. She holds a bachelor's degree in business from the International University of Monaco, speaks several languages and has always liked to work globally. Indeed, she's always been determined to succeed in everything she takes on. She says her 'real growth' comes from seeing and experiencing her clients grow. In fact, she instills in her clients the mantra she lives by: "the only thing in life that can stop you, is yourself."

In between takes I manage to get executive-producer and manager Maria Vascsak to sit down for a few moments to discuss her latest thrilling endeavor: Project Red Card. Maria's the force behind this project and she's created something incredible from only the 'dust' of an idea. Truth be told, she's literally taken the agency to a whole new level by creating work opportunities rather than simply waiting for them to appear.



PHOTOS: FRANK ROSENQVIST



RED CARD – VIKTOR ÅKERBLUM, CHARLY NIJM



DP ROY ROSSOVICH, MOA MALAN, MICKE SPREITZ



PHOTO: FRANK ROSENBERG

MANAGER/EXECUTIVE PRODUCER
MARIA VASCSAK DIRECTOR FREDRIC
KEITH RESHEW

My name is Malin HL Forsman and I'm a writer and actress who had the great fortune of being part of the secretive filming of the sensational trailer "RED CARD" which is really the calling card of Project Red Card. It is a fresh approach to the highly competitive climate of acting and producing. Maria explains that it is a very unusual artistic concept that she hopes will put her agency on the map. There's no doubt it will do just that. As a manager, I can tell you that Maria is a very productive and determined lady. Her natural sharpness, wit, passion and determination have taken her leaps and strides already. One of her strongest characteristics is being able to see the whole picture where others may not... at least, not just yet.

The Maria Vascsak Agency covers clients who live in Sweden, England and the US. Even though her background is mostly in the business world, she's always had a creative side as well. In fact, between the ages of 25 and 30 she painted 30 oil paintings. Plus, she's always loved photography and films. And now after only three years since starting her own management business, her incredible success is already ready to be on display. It's astonishing that her top achievement to date from Project Red Card, the promotional trailer RED CARD, will already have its world-premiere screening at "The Hollywood Weekly Film Festival" this fall in Los Angeles, California.

It all started last year when one of Maria Vascsak's clients, Nina Larsdotter, a sought after writer, presented her with the idea for

her thriller Red Card (to be released in 2016). Suddenly, Maria was head-over-heels in love with the idea of its content. And soon, it became the cornerstone of this thrilling, complex vision PROJECT RED CARD. Maria wanted to do a "Ben Affleck & Matt Damon" and make her own opportunities for her clients and the agency.

The actual project is divided into three major parts: a book marketing tool for Nina Larsdotter's upcoming book "Red Card," a new genre, "Sports Crime," and a Film competition. Submissions for the film competition will be accepted until October 5th, see the rules and goodies on www.projectredcard.com. In fact, the prize will include a spread in "Hollywood Weekly" and a lovely plexiography artpiece called "Mano" made by Martina Swedmark (The money raised will go to Project Playground which is a charity founded by Princess Sofia of Sweden, Duchess of Värmland) donated by XIKO ART gallery. XIKO ART is the fresh approach to art: "art to art" – an authentic plexiography in limited edition. The man in charge is Christian Bergenstråhle who has his showroom in Stockholm, Sweden and the third part of the project is the promotional trailer titled RED CARD, with the story based on the idea of Nina Larsdotter.

Maria explains "Project Red Card is a PR approach merging different "art" forms in a creative, new, collaborative and nontraditional way to market the agency's clients as well as finance culture. Working within the agency, interacting and co-creating, with its clients together with strong and strategically selected Business Partners e.g XIKO ART and HCP SPIRIT," Good asset management is comprised of top notch investing skills, transparent pricing and respect for clients. We want to be even more, because we want to take a substantial role in improving the wellbeing of society. "A healthier financial sector, better financial services and the support of individuals are the cornerstones we believe in and the things on which we work" made for a perfect match. It is a project built on a strategic social media and web platform in cooperation with "Hollywood Weekly Magazine" and "Hollywood Weekly Film Festival" A project where "Red Card" is the common denominator signifying dishonesty, corruption, crime and naturally sprinkled with a touch of love."

Maria is extremely thankful to her whole team, filmmakers, cast and crew. **The director, Fredric Keith Reshev**, has been extremely valuable and brought more to the process than can ever be explained. He immediately accepted the gig after hearing Maria's unmatched enthusiasm and dedication to the project. Fredric is an internationally recognized photographer and

"I CHOOSE TO WORK ON RED CARD AFTER HEARING MARIA'S INCREDIBLE ENTHUSIASM AND DEDICATION FOR THE PROJECT! SHE PROMISED ME THAT ANYTHING I NEEDED TO MAKE THIS TRAILER A SUCCESS SHE WOULD PROVIDE. NOT ONLY DID SHE KEEP HER WORD, SHE PROVIDED ME A PLATFORM TO BE AT EASE AND ENJOY THE FILMMAKING PROCESS THAT TRANSFERRED TO ALL OF OUR CAST AND CREW ON SET AND MADE FOR A HARMONIOUS ENVIRONMENT THE ENTIRE SHOOT. I FELT BLESSED TO WORK WITH MARIA AND LOOK FORWARD TO OUR NEXT PROJECT TOGETHER"

-DIRECTOR FREDRIC KEITH RESHEW

"TO ACTIVELY WORK WITH AN AGENCY, AND NOT JUST BE IN AN AGENCY IS AN INCREDIBLY EXCITING COLLABORATION. I KNEW FROM THE BEGINNING THAT MARIA HAD A DIFFERENT APPROACH AS A MANAGER, AND THAT WAS WHY I WANTED TO WORK WITH HER BUT I DID NOT EXPECT THIS KIND OF COMMITMENT. SHE HAS TAKEN THE AGENCY TO A WHOLE NEW LEVEL WHERE SHE CREATES WORK OPPORTUNITIES RATHER THAN JUST WAITING FOR THEM TO APPEAR. THIS IS NEW TO ME AND IS SO MUCH MORE CREATIVE AND STIMULATING FOR HER CLIENTS AS IT OPENS UP DOORS FOR EVEN MORE OPPORTUNITIES AND COLLABORATIONS. ALTHOUGH SHE IS A MANAGER, AND NOT A PRODUCER, SHE LEFT NOTHING TO CHANCE BUT ENSURED THE ENTIRE PROJECT HELD A VERY HIGH AND PROFESSIONAL STANDARD"

- ACTRESS MOA MALAN

filmmaker. He began his directing career in London with his abstract 3 minute short film "Breathe" and was written up by the prestigious "Campaign Screen Magazine" as the "hot new director to watch." He later moved to NYC and directed his next award-winning short film "OM." Fredric's latest short film "Rosenberg" debuted in China at the The European Union Film Festival of 2014. Born and raised in Los Angeles, he now spends his time between Stockholm and Los Angeles with his wife and two children. **Roy Rossovich our DP/cinematographer** is another important facet of this project. Growing up in Southern California Roy spent a fair amount of time on movie sets with his dad, actor Rick Rossovich ("Top Gun," "Terminator," "Roxanne") which inspired him at an early age to want to work in production. He now works as a cinematographer. Indeed, he shot two Indie features in 2013 in addition to a handful of short films. Roy has a foot in both American and Swedish cultures! He travels for work constantly and is happy to call "both sides of the pond" home. On set next to Roy was talented **Focus Puller Anders Israels**. Then we have **Line Producer and Script Writer Dafvid Skoogh**. Maria's right hand man, he has a wide range of knowledge within film creation and has worked in everything from being a gaffer to producer to director to 2D-artist and editor in both short films,



EMMA LINDGREN, MOA MALAN

PHOTO: FRANK ROSENOVIST

feature films and TV series. Lately, he has been focusing on the storytelling part. On set next to Dafvid, the young **Runner Jacob Hammargren** was always spotted, eager to learn. Of course, let's not forget **Associate Producer Susanne Elias** and **PA Anne E Svensson** who was always on top of things. **Giuseppe Cristiano Story Board Artist** also of great importance to the film process. Giuseppe was born in Italy but has lived in Sweden for many years and traveled between Europe and the US. He is a former comic artist, a scriptwriter and has been drawing storyboards for almost two decades. Over the years he has written and published several books and manuals making him the only artist who has written the most books about Storyboard Art worldwide.

Maria Vascsak continues to praise her talented clients including actress **Moa Malan**. Moa has great martial arts and stunt skill abilities, plus she is the only Scandinavian actress to have acted in a role where full contact fighting was demanded. Moa is also the first Scandinavian actress to be nominated in the categories of "Female Action Performer" of the year as well as "Break-Out Action Star." Most recently, she produced and wrote her own work "Redeem" alongside director Dennis Petersen. Then there's actor **Victor Åkerblom** who had his debut on Swedish Television at the age of 16; since then we have seen him on TV, Film and on stage in several productions. In the summer of 2013 he shot the feature film "Huldra," and the same year had a starring role in "Long Way Home," which was shot in both Los Angeles and Sweden. Yes, 2014 was another successful year with more than five films!. Soon to come are "Huldra - Lady of the Forest" and "Zone 261." This summer Viktor has two ongoing film projects and in the fall, he has a key role in an international production. Viktor was cast alongside the internationally established actress Noomi Rapace. Maria Vascsak also continues her praise and gratitude of actor **Mikael Spreitz** who in 2009 starred alongside Noomi Rapace and Mikael Nyquist in the film adaptation of Stieg Larsson's "Millennium Trilogy." Mikael's role interpretation of Niedermann, the main character and Lisbeth's half-brother, was



MARCEL KHOURI, VIKTOR ÅKERBLOM PHOTO: FRANK ROSENBERG



CECILIA LIDÉN, VIKTOR ÅKERBLOM, FREDRIK WAGNER



PROJECT RED CARD AND RED CARD

FACTS:

RED CARD - World Premiere November 1

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PHOTO: STEFAN ANDERSSON

OWNER XICO ART CHRISTIAN BERGENSTRÄHLE, MANAGER / EXECUTIVE PRODUCER MARIA VASCSAK

scene to shoot with the help of Drone Filmer Alexander Paulusson. I ask her what the next step is after that and with a continuous smile Maria explains that the editing work starts and then Music Composer Federico Vaona will score the trailer. Federico has worked on the most popular TV network channels like Antena 3, Telecinco, TVE, Mediaset Group and RAI. Recent work includes him as music consultant at the "57th Annual Young Musicians Foundation" directed by Christopher Allport, featuring John Williams, "The Miracle Of Love Theme" composed for the original script "I Want You To Be My baby - The Lillian Briggs Story," written and produced by Lee Schiller - Always Another Way Productions and the music soundtracks of "Guinness World Records" TV Show in Italy. Federico travels the world for work, but now calls Los Angeles home. When this is done it will be screened at the "Hollywood Weekly Film Festival" on

November 1. "I can't wait for that day," says Maria.

Everyone played their part perfectly in this production. There is a whole lot of talent behind RED CARD.

extremely well received. Actor **Fredrik Wagner** has starred in major feature films and award winning productions and has made some very interesting choices when it comes to character work in his more than 90 productions in film, TV and theatre. Also notable are the young new up-and-coming talents **Marcel Khouri** and **Emma Lindgren** who both have studied at the renown Actors Studio in Stockholm, as well as award winning Swedish Actor **Börje Lundberg**, **Charly Nijm**, young talents **Nathalie Elias Arnborg**, **Michelle Nijm** with twin sister **Isabella Nijm**. And of course, we can't forget all our Extras **Malin Forsman**, **Ingel Ekdahl Wikmark**, the soccer players of **Vasalunds IF** and **IFK Viksjö**.

Maria is also very keen to mention the wonderful job of hair stylist **Veronic Pettersson**. She is only 26 but has already been in the industry for almost ten years - bringing experience from prestigious schools in New York, Paris, London and Copenhagen to the set. Also applauded are head makeup artist **Cecilia Lidén** and her makeup assistants **Mikael Andersson** and **Marianne Josefsson**. Makeup artist **Cecilia Lidén**, one of the most sought after and booked makeup artists in Sweden, carries a total of eight Swedish Championship 1st place titles and three 2nd place titles as well as two 2nd place titles in the Dusseldorf International Championship in makeup. She has worked with Swedish productions and on major profiles including **Lena Ohlin**, **Bill Gates**, designers and designer brands like **Odd Molly**, **J Lindeberg** and **Anna Bonnevier**. Cecilia is also a great stunt woman. You saw her as the stunt woman for all of **Noomi Rapace's** stunts in the **Millenium Trilogy**.

Wow! The lineup Maria presents is most impressive.. naturally, I had to ask a few burning questions. "So are you done filming after these two days?" I ask. Maria's face lights up in response and she declares that they have one more night

THE MARIA VASCSAK AGENCY, WANTS TO DO SOMETHING DIFFERENT, TO STAND OUT, TO BE PROACTIVE, TO FIND DIFFERENT ANGLES, TO CREATE A TEAM THAT CAN LIFT EACH OTHER AND BRING OUT THE ABSOLUTE BEST IN EACH OTHER. IT IS ALL ABOUT FINDING A NEW APPROACH FOR ACTORS, DIRECTORS AND WRITERS TO GET OUT THERE IN THE INCREDIBLY COMPETITIVE WORLD OF SHOW BUSINESS AND MAKE THE SEEMINGLY IMPOSSIBLE, POSSIBLE. AND WITH PROJECT RED CARD AND RED CARD IT'S LOOKING LIKE A WIN-WIN!



NINA LARSDOTTER'S UPCOMING BOOK "RED CARD"



MANAGED BY MARIA VASCSAK AGENCY - INTERNATIONAL BOUTIQUE AGENCY



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DIRECTOR DENNIS PETERSEN
DIRECTOR EVA BELING

