

**P O Z
N N N
S K I**

Brand Foundation

Artem Poznanskyi

Cinematographer & Documentary DP

DOCUMENT 1 · V4.0 · MAY 2026
POZNANSKI.TEAM

POZNANSKI — Brand Foundation

English version. Ukrainian version is a separate file.

Updated: May 2026.

1. What POZNANSKI is

POZNANSKI is me and my life. Cinema, documentary, production.

It started in 2010 as Vivat!, an event agency in Sumy. In 2018 we rebranded as POZNANSKIteam and moved to Kyiv. In 2019 the wedding work got its own brand — @poznanskilove.

Two parallel lines today, both grown from the same root:

— **POZNANSKI PRODUCTION** — documentary, author cinema, commercial production. — **@poznanskilove** — weddings, worldwide.

The logo is a key. I didn't come up with that idea — a client did, back in 2018: "They'll find the key to your heart." It stuck.

2. Who I am

Artem Poznanskyi. Cinematographer, documentary DP, photographer. Founder of POZNANSKI.

From 2023 to 2026 I served in the Ukrainian Armed Forces as Head Operator of Cultural Forces. Awarded the Medal "For Distinguished Service, 3rd Class" (Ukrainian Ground Forces, November 24, 2024). Recognized combat veteran.

Born April 5, 1986, in the Sumy region. Marketing degree from Sumy State University (2003–2008). Already shooting and doing communications work for the faculty back then — the student newspaper, design, the whole package.

My first political event was the Orange Revolution. Alina and I had known each other since September 2004. That autumn, on the Maidan, we started falling for each other. I told her I loved her on Valentine's Day 2005. Proposed November 9, 2007. We married August 8, 2008.

Based in Kyiv since 2017. Me, Alina, three kids — Milana, Eldar, Kvitana. And Apelsyn, our Yorkshire terrier.

3. How it all unfolded

Sixteen years of work. One path, still unfolding.

2006-2009. Starting out. Marketing and advertising

Finishing university and working in my field at the same time. Three years across four different organizations — all in marketing and advertising:

— Apelsyn advertising agency — Kyiv Operetta Theatre — Safit trading company — Roshen — marketing, sales rep, and merchandising, all three roles

That period was a school. I saw from the inside how a brand works in a creative agency, a state cultural institution, B2B, and an FMCG corporation. I kept that marketing spine — it's what the entire commercial side of POZNANSKI later grew out of.

2010-2017. Vivat! in Sumy

Summer 2010. We launch Vivat! in Sumy on Constitution Day, June 28. Co-founders: me, Alina, and her father Oleksandr Kyrychenko (vocalist of the VIA Mriya). Same year — June 1 — I register as a sole entrepreneur. First wedding I ever filmed.

2014-2017. Vivat! scales up. Nadia Yurova (then Pushkar) joins the team. We open an office at the Empaer Motors business center — the top-tier address in Sumy. TV projects, corporate work, charity events.

From 2014 onwards, a separate stream of author work emerges, tied to Russia's invasion (annexation of Crimea, war in Donbas). The agency wasn't just doing events anymore — we were making civic films about a country at war.

January 29, 2015 — "Я — Україна" / "Je suis l'Ukraine." Author short film, scripted and written as a poem by Alina Poznanska. I shot it. Cast: Alina and Oleksandr Varukha. Makeup: Yevheniia Bufarkhat. Stylist: Nataliia Senko. Stills: Vadym Sereda and Sergii Babich. Concept: Vivat! event agency. Released in three languages — Ukrainian, English, Russian. The title was a direct echo of "Je suis Charlie," which the world was repeating that month.

2016 — "Tolerance Starts with Me." Short film made under a Grant from the President of Ukraine for Gifted Youth. Directed by Alina. I shot it. Eight dimensions of tolerance explored. 77,000+ views on YouTube.

2017-2021. Kyiv. Rebrand. International clients

2017. We move to Kyiv. **November 25, 2017 — "No Excuse for Violence,"** a social film supported by the Department of Information Activity and Public Communications of the Sumy Regional State Administration. Concept by Olha Belenetska, directed by Alina. This is the first in a string of social films we'll make in the years ahead — and the first example of a pattern: we live in Kyiv, but we come back to Sumy to film for people who need a voice.

2018. Social films with Alina: in January, "Life Is a Moment" for the municipal institution "Berehynia" in Sumy; in May, "An Honest Family Story. Melanoma" with dermatologist Dr. Svitlana Diachuk. Praha Restaurant — resident videographer of the restaurant from this year on.

November 3, 2018. Rebrand. Vivat! becomes POZNANSKIteam. The brand identity is done by Shokolad, a Sumy agency — still operating today. The key-shaped logo becomes the anchor of everything visual.

February 26, 2019. I spin off the wedding work — @poznanskilove.

2018-2021. Commercial base expands. Mondelez/Milka from 2019, through Havas Engage Ukraine — that channel turns into a long-running partnership. Citroën in 2020. JDE — both Jacobs and L'OR. Artist work: MONATIK from 2018, Tarabarova, Oleh Skrypka, Antitila, Jamala, TAYANNA, Yevhen Khmara. First international client was North Macedonia, back in 2013. By 2026 I'd shot in 22 countries: Denmark, Turkey, Italy, Austria, the United States, Poland, Belgium, France, Germany, Lithuania, Georgia, North Macedonia, Greece, Croatia, Hungary, Egypt, Bulgaria, Moldova, Romania, Slovenia, the Czech Republic, and Cyprus.

2020. Lockdown. I run #ONEDAYONEVIDEO — thirty consecutive daily videos. With Alina we make "We Are" — a film-as-research supported by the British Council's Active Citizens program. Launch poznanski.team. Publish two founding manifestos: "What's a video worth?" and "On Faithfulness."

July 2021. "MAMA" — short narrative film. Alina's debut as director and screenwriter (graduation work from SKVOT). I shoot and edit.

2022. Russia's full-scale invasion of Ukraine

February 24, 2022. Day one of the full-scale invasion. I get the family to safety — friends, the Vaida family, in Zakarpattia. By April 7 I'm back in the work. My 2022 client list includes the Office of the President's Representation in Crimea, charity concerts for the Armed Forces, UNDP through VIDNova UA.

August 24, 2022. "We Are From Ukraine!" — an Independence Day music video. Alina directs. Partners: HOBBY HUB, NGO Citizens of an Active City. Twelve women on camera, including Alina and Milana. The cast features me and Eldar.

August 2, 2022. I take a one-day paid military training course as a civilian.

November 1, 2022. I start working informally with the SSO Azov media group.

January 26, 2023. That media group transitions into the 3rd Separate Assault Brigade.

2023-2026. Service. Cultural Forces

March 31, 2023. I mobilize. Sworn in with the 59th Brigade. Cultural Forces.

Three years of service as Head Operator of Cultural Forces.

Lead DP on "Soldiers of Song" (dir. Ryan Smith — Tribeca + Warsaw FF 2024). Cinematographer on "In Thanks We Trust," featuring Sean Penn and Sting (dir. Dmytro Hreshko — Odesa IFF 2025). A documentary about Samuel Bayer in Ukraine is in post-production.

The people I filmed in active combat zones:

International filmmakers and actors (through Cultural Forces): — Samuel Bayer — the music video director behind Nirvana, Green Day, Metallica. Visited Ukraine in April 2025. — Sean Penn — three-time Oscar winner. Four-plus visits since 2022, including the Donetsk frontline. Holds Ukraine's Order of Merit, 3rd class. — Michel Hazanavicius — French Oscar winner for "The Artist." On the front line in November 2023. The trip became his book "Carnets d'Ukraine."

Ukrainian artists.

Musicians: MONATIK, Oleh Skrypka, Pianoбой (Dmytro Shurov), alyona alyona, Khrystyna Soloviy, Sasha Boole, Myroslav Kuvaldin (The BŃO), Mykolay Serha, Mykhailo Oliynyk (brother-in-arms), Moisei Bondarenko (brother-in-arms), Chemerov, Yaroslav Dzhush, Yuri Ivaskevich, Taras Stolyar, PROBASS, Siromakha, Yurina, Iely 45, Remez, Nord Division, Brykulets, NAZVA, Vitalii Kyrychenko.

Poets: Pavlo Vyshebababa (brother-in-arms, squad commander in the 68th Brigade); Serhii Zhadan (guest on Frontline Studio, Season 1).

Stand-up comedians: Anton Tymoshenko, Vasyl Baydak, Lera Mandziuk.

And many more.

Head Operator of "Frontline Studio" — both seasons. Awarded the medal on November 24, 2024.

2025. International consolidation

February 24, 2025. NATO HQ, Brussels. Third anniversary of the full-scale invasion.

April 19, 2025. EU-Ukraine Business Summit, also Brussels.

May 2025. Cannes — a Cultural Forces delegation invited personally by Bono for the premiere of his film "Bono: Stories of Surrender" (directed by Andrew Dominik).

2026. Demobilization. A new chapter

March 30, 2026. Demobilized after the birth of my third child.

Now. Back to the full spectrum of work. Preparing to expand into US and EU markets.

4. Channels and presence

POZNANSKI is several directions under one name:

POZNANSKI PRODUCTION — @poznanskiy_production. My main account — author and production work, both. During wartime this is the only account I keep active. Documentary, commercial, reportage, author cinema, interviews, music videos, frontline work. An author's diary that turned into a professional archive.

@poznanskilove — the wedding brand, separate since February 26, 2019. Focus: love stories and weddings. I've been shooting weddings since 2010 — 16 years.

@poznanski.team — team page since November 3, 2018.

LinkedIn — <https://www.linkedin.com/in/artem-poznanski-a6116361>. My main professional channel for English-speaking audiences, B2B work, and network. I'm building it out right now.

poznanski.team — the production site, currently on pause. We're planning to migrate it to new hosting and redesign it later.

YouTube @poznanskiteam — multi-year archive. Commercial, documentary, music videos, author cinema. Including author films Alina Poznanska and I made together:

— "We Are" (2020) — author social documentary; concept and interviews by Alina Poznanska, shot and edited by Artem Poznanskyi. Supported by the British Council's Active Citizens program; partners include the NGO Citizens of an Active City and five other civic organizations. Stories from seven Ukrainian regions. — "We Are From Ukraine!" (August 24, 2022) — a cover music video for Independence Day in the first year of the full-scale war. Directed by Alina. In partnership with HOBBY HUB and NGO Citizens of an Active City. — "Poetry Without Shelter" — an author series, 9 episodes. Each one is a poem from Nadia Harmazii's anthology (Discursus, 2022), read by a different reader.

("Voice in the Water" will be added once I upload it.)

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5. Work

Documentary

Lead DP: — "**Soldiers of Song**" (dir. Ryan Smith, 2024). World premiere at Tribeca, June 2024. Released on Apple TV, Amazon Prime, Google Play.

Cinematographer: — "**In Thanks We Trust**" (dir. Dmytro Hreshko, 2025) — cinematographer on the film featuring Sean Penn and Sting. A documentary road movie produced by Cultural Forces about a tour of Ukrainian military artist-veterans across the United States. 102 days, over 30,000 km, 69 cities in 24 states, 260 performances — from the U.S. Congress to Carnegie Hall and TEDx. World premiere at the Odesa International Film Festival, September 27, 2025.

Crew: director Dmytro Hreshko; screenwriters Ivan Dereiko and Oleh Kryshtopa; composer Mykhailo Oliynyk (brother-in-arms); sound Oleksandr Mishchuk; editor Yevhen Shcherban; cinematographer Artem Poznanskyi; producer Mykolay Serha; executive producer Illya Mkrtychyan.

— **Documentary about Samuel Bayer in Ukraine** (dir. Dmytro Hreshko) — in post-production. Bayer is the music video director behind Nirvana, Green Day, and Metallica. In April 2025 he visited frontline and de-occupied territories in eastern Ukraine.

— **Documentary series for SSO Azov and the 3rd Separate Assault Brigade** (November 2022 – March 2023). Worked as operator-editor, one of several. Funerals of the fallen (Kub, Kyt). Day of the Dead mission. The "Azov Angels" patronate service — months of work: hospitals, rehabilitation, burials. Documenting the unit's transition into the 3rd Brigade.

— **Documentary work for Charity Organization Support Azov** — a separate NGO from "Azov Angels."

As director:

— "**Tolerance Starts with Me**" (2016) — short film made under a Grant from the President of Ukraine for Gifted Youth. Director: Alina Poznanska. Production: POZNANSKI PROduction (at the time, Event Agency Vivat!, Sumy). Eight dimensions of tolerance: gender, age, educational, racial, ethnic, geographic, class, physiological. Crew: Alina Poznanska, Artem Poznanskyi, Bohdan Maznoi (second cinematographer, production partner in Sumy), Oleksandr Varukha, Nadia Pushkar (now Yurova). A separate teaser was released alongside the film. 77,000+ views on YouTube.

— "**Voice in the Water**" (June 6, 2023 — the day the Kakhovka dam was destroyed). Author video, metaphorical. The violinist on camera is Moisei Bondarenko (brother-in-arms).

— "**We Are**" (2020) — author social documentary, a film-as-research. Concept and interviews by Alina Poznanska; cinematography and editing by Artem Poznanskyi (POZNANSKI PROduction). Original song and vocals — Marta Tomakhiv, arrangement — Oleksandr Isaiev. Supported by the British Council's Active Citizens program. Partners: NGO Citizens of an Active City, the Active Citizens Association, NGO Harmony, NGO Young Community, NGO Youth Platform, and CISID (Center for Innovation and Sustainable International Development). Stories from seven regions of Ukraine — Kyiv, Sumy, Vinnytsia, Odesa, Volyn, Luhansk, Donetsk. The concept: honest stories and thoughts without Instagram polish; everyone can build a happy life in their own community, wherever they live. Public screenings in Sumy, Vinnytsia, and Kyiv (Bratislava Art Center).

— "**MAMA**" (July 2021) — short narrative film. Alina Poznanska's debut as director and screenwriter; her graduation work from SKVOT (mentor: director Marysia Nikitiuk). I shot and edited. Cast: Volodymyr Kolomyiets (father), Violetta Bordyug (daughter), and Anna Bordyug (mother). Acting coach for the young lead: Lana Vnukova. Location: Boyarka, with the

support of Tetiana Kochkova and the Boyarka City Council. Milana helped on set. A personal undercurrent: the film is dedicated to a close person we lost to cancer. Alina's step into dramatic narrative film.

— **"We Are From Ukraine!"** (August 24, 2022) — Independence Day music video, directed by Alina Poznanska. Production: Poznanski Production. Recording and mastering: Kobzar Records, Solpek. Partners: HOBBY HUB, NGO Citizens of an Active City. Coach: Anna Mehega. 12 women performing (including Alina and Milana). The cast came from Kyiv families (including me and Eldar).

— **"Poetry Without Shelter"** (2022+) — author series with Alina. 9 episodes on YouTube.

Creative collaborations as cinematographer: — **"WOOZU WORLD"** (released May 7, 2017). A creative piece based on the WOOZU circus show. Directed by Maksym Bohun; I shot it. On camera — WOOZU performers from a mixed lineup of Cirque du Soleil and the Kobzov Circus. Filmed at night in Sumy, after the touring shows had ended for the day — so the frames would feel staged and cinematic, not reportage. The first project where I consciously chose the language of cinema over event coverage. That principle later became the foundation of how I work as a DP — in Cultural Forces and everywhere after.

Series: — **"Frontline Studio"** (Cultural Forces) — flagship music-military project. A mobile audio-video studio working with military units along the front line. I'm Head Operator on both seasons. — Season 1 (2024) — hosted by Mykolay Serha and Oleksandr Chemerov. 14 episodes. Guests include Serhii Zhadan. — Season 2 (2025) — Oleksandr Chemerov hosts and produces musically. 16 episodes, 16 brigades, 16 songs.

Civic and documentary: — **"No Excuse for Violence"** (November 25, 2017) — social film. Concept by Olha Belenetska. Directed by Alina Poznanska. Shot and edited by Artem Poznanskyi. Supported by the Department of Information Activity and Public Communications of the Sumy Regional State Administration. — **"Life Is a Moment"** (January 25, 2018) — social documentary for the municipal institution "Berehynia" (Sumy). Screenplay by Alina Poznanska; shot and post-produced by Artem Poznanskyi. The protagonist is Mykola, a man in a wheelchair. A real story of his life. The concept — happiness lives in simple things, and human will doesn't depend on circumstances. — Cultural Forces video address for the first day of school (September 1, 2023) — operator. Personally shared by Commander-in-Chief Valeriy Zaluzhny. — "Do you hear? Yes. Yes." (January 28, 2023) — social film for the NGO Vidchui (@ngo.vidchui). A fundraiser for acoustic protection filters to safeguard the hearing of soldiers on the frontline. Cinematography by Artem Poznanskyi together with Zaur Dzhafarov (@zaur_dzhafarov_official). Crew: Mask Movement (@mask_movement), Max Histibe (@histibe). — ViDNova UA — flagship project since 2022, with UNDP and the Ministry of Youth and Sports.

Charity films: — **"I AM STRONG"** (November 25, 2016) — charity project to fund treatment for Vitalina Honor, mother of an 18-month-old daughter, stage IV cancer. Fundraising goal: 398,290 UAH. Concept — Alina Poznanska, video — Artem Poznanskyi. Photographer — Oleksandr Varukha, makeup — Yevheniia Bufarkhat. Partners: "Hlianets" photo studio, the "Manufaktura" mall (Volodymyr Lobodin), "Kolazh" digital studio, the Sumy Promotion Agency, Sumy Construction College, Event Agency "ViVat!". Vita's words: "Incurable diseases don't exist — only incurable people do." She passed away about a month after the project, unable to overcome her illness. The project became her memory. — **"Kindness is CARITAS"** (April 9, 2017) — short film for the Sumy office of Caritas Ukraine. About how the foundation cares for people who have nothing to eat. Filmed at the Greek Catholic Church in Sumy.

Music videos

Frontline Studio — Season 2 (2025). Lead DP of the season: — "By God's Grace" — Sasha Chemerov + Honya + Cultural Forces (30th Mechanized Brigade) — "Never Back" — NAZVA + Cultural Forces (93rd "Kholodnyi Yar" Brigade) — "92nd Life" — Misha Pravylnyi + Sasha Chemerov + Cultural Forces (92nd Assault Brigade) — "Edelweiss" — KOZAK SIROMAHA + Yan Shypula + Cultural Forces (10th Mountain Assault Brigade) — "King's Infantry" — Sasha Boole + Cultural Forces (24th Mechanized Brigade) — "Gods of War" — Yulia Yurina + Sasha Chemerov + Cultural Forces (28th Mechanized Brigade) — "Death Has Plans" — LELY45 + Cultural Forces — "Lem My!" — Surface Tension + Cultural Forces (128th Mountain Assault Brigade, with Lera Mandziuk) — "To the End" — PROBASS Δ HARDI + Cultural Forces — "KMP" — C34 + Cultural Forces — "S.U.MY.25" — MONATIK + Cultural Forces

Plus the rest of the season.

Standalone Cultural Forces music videos (outside Frontline Studio): — "Gulyaipole" — Mykhailo Oliynyk + Cultural Forces (August 2023) — "ZHYVY!!!" ("Live!!!") — medics + Cultural Forces (2023) — "DShV" — Sasha Chemerov + Cultural Forces. **Lead DP.** — "God's Shadow" — Mykolay Serha. Christmas 2025, dir. Dmytro Kostyumynskyi. — "Christmas at the Front" — Cultural Forces, December 2024. — **"Chaplain"** — REMEZ + Cultural Landing. A standalone

video, but the song itself was written as the first track of Frontline Studio Season 1 — so historically it's the project's first track. At the time of release the structure was still called Cultural Landing, before being renamed Cultural Forces. I'm second cinematographer here, not Lead.

Other music videos: — "I'll Draw on Paper (a Happy Child)" — Makar Shkliarenko + Bozhena Bilous, duo. Lyrics and music by Dima Volkanov. Dedicated to all Defenders of Ukraine. Released October 14, 2022 — Defenders Day. For M1. — "Lullaby — A Mother Waits for Her Son" — Vladyslav Vasytskyi, December 2022. Camera & Production.

Commercial work

Global brands via Havas Engage Ukraine (long-running agency partnership): — **Mondelez Ukraine / Milka** (2019–2021): annual New Year parade in central Kyiv with brand ambassador Svitlana Tarabarova; winter Bukovel campaigns — the "Purple Cows" concept. — **Citroën** (2020): test-drive event with 15 cars. — **JDE** (Jacobs Douwe Egberts) — both Jacobs and L'OR brands.

Other clients: — **Lorashen Studio Decor** (August 24, 2021): cinematography during the 1+1 channel's morning broadcast for the 30th anniversary of Ukrainian Independence. On air: Jamala, Khmara, TAYANNA. Engaged by recommendation. — **NaKanikuly / NK MONSTERS** — multi-year partner, 10+ trips. Most recent: November 2025. — **Praha Restaurant** — embedded videographer since 2018. Seven years: corporate events, themed balls, family celebrations. — **Alaska Restaurant** — videographer in residence since 2020. — **Wish Aqua & Spa Resort, Mr.Fitness, Marchenko Fitness** — fitness industry, 2020. — **INTENSFIT** — with donations to Come Back Alive, 2022+. — **Forrest Family Restaurant, Gvozdoff Resort, Grand Admiral** — premium event partners.

Author brand work on sensitive subjects

— "An Honest Family Story. Melanoma — We Went Through This" (May 26, 2018). A documentary family story about how early diagnosis of melanoma prevented a tragedy. Commissioned by Dr. Svitlana Diachuk, dermatologist. Directed by Alina Poznanska. Shot and edited by Artem Poznanskyi. Eleven thousand views on YouTube. Not an advertisement for a clinic — a human story, with the doctor as context.

High-profile single shoots (by recommendation)

Office of the President of Ukraine's Permanent Representation in Crimea (2022) — two shoots: — Summer 2022 — office photoshoot for Permanent Representative Tamila Tasheva and her staff. For the organization's portfolio. — December 2022 — event coverage at the Representation. Among the guests: Secretary of the National Security and Defense Council Oleksiy Danilov and other senior officials.

Introduction by Yevhen Bondarenko, Tasheva's chief assistant since 2019.

Other single shoots: — Oleksandr Pedan (August 2022) — single shoot. — Concert / art picnic for the 207th Battalion (June 2022) — coverage of a charity event in support of the Armed Forces of Ukraine. — Event co-organized with World Central Kitchen at Alaska Restaurant (June 2022) — reportage.

6. Manifestos

"What's a video worth?" (July 1, 2020)

"If I do my job in half an hour, it's because I spent ten years learning how to do it in half an hour. You're paying me for those ten years, not for the half-hour."

"On Faithfulness" (June 30, 2020, for Alina's birthday)

"Faithfulness is staying when everyone else turns away. It's being inside, not outside. Knowing the heart and the soul."

7. How I see the world — six posts across five years

Not a marketing frame. Six posts written across five years. A lived timeline of how I see things:

1. "I chose to be HAPPY" — April 7, 2020

2. "Beauty will save the world" — May 8, 2020 (Day 16 of #ONEDAYONEVIDEO)
 3. "If they won't hear us, they'll see us" — May 12, 2020 (action for cultural workers under lockdown)
 4. "Want peace? Be ready." — December 13, 2022 (3.5 months before mobilizing, with an AK at the training range)
 5. "I am where I'm meant to be" — December 26, 2022 (at a Christmas event for displaced kids from Bakhmut and Kramatorsk)
 6. "Here is a different world" — July 8, 2025 (a frontline poem about parallel worlds)
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8. Client testimonials

"After Artem, what stays is a trail. A trail of a smile." — Nana Koloda, 2019

"He was barely shooting anything, and then I saw the result and realized he'd been everywhere." — Nana Koloda, 2019

"What stays after you is everything real — eyes, gestures, feelings. Everything alive." — Marina Lysytsia, 2019

"You squeezed everything out of our day. We'll have a living memory for the rest of our lives." — Helen Panchenko, lockdown wedding 2020

"They'll find the key to your heart." — Olya Tymoshova, 2018

9. Partnership network

Family and creative duo:

— **Alina Poznanska** — director, facilitator, head of the NGO Citizens of an Active City. Permanent creative partner since 2010. Our author projects: "We Are" (2020), "We Are From Ukraine!" (2022), "Poetry Without Shelter" (2022+).

— **Artem Oneshchak** — top Ukrainian wedding photographer, godfather to Eldar (since 2020), close friend of seven years.

Creative brothers-in-arms (Cultural Forces):

— **Dmytro Hreshko** — director-cinematographer, brother-in-arms. "In Thanks We Trust" (2025), documentary about Samuel Bayer (in post-production).

— **Moisei Bondarenko** — violinist, brother-in-arms. "Voice in the Water" (2023), "Bila Vezha" cover (2023).

— **Mykhailo Oliynyk** — pianist, brother-in-arms. "Gulyaipole" (2023), "Bila Vezha" cover (2023), composer on "In Thanks We Trust" (2025).

— **Mykolay Serha** — producer of "In Thanks We Trust," founder of Cultural Forces, host of Frontline Studio Season 1.

— **Pavlo Vyshebaba** — poet, brother-in-arms in Cultural Forces. Squad commander in the 68th Brigade. Author of "Don't Write to Me About the War" — bestseller.

Wedding industry (Ukraine):

Hosts:

— **Sergii Lykhovyda** / Hosts Factory — 10+ years of collaboration, since 2015. Multiple formats: Sergii hosting my events, me filming for Hosts Factory as a school, and shared author projects.

— **Nadia Yurova** (née Pushkar) — godmother to Eldar, longtime team member (Vivat! Sumy, ~2014–2017).

— **Yuliya Krauz** (@yuliya_krauz) — TV host, radio host, journalist, scriptwriter. Hosts events of any format.

— **Volodymyr Ostapchuk** — showman and host (co-hosted Eurovision 2017, "The Masked Singer," "Dancing with the Stars," "Everyone Sings"), stand-up comedian. Frequent collaborator before the full-scale invasion; from 2022 — together on Cultural Forces events.

— **Taras Patsuta** — long-time collaborator as a host (Kyiv, also worked abroad). Now serving with the Azov Brigade.

- **Oleksandr Kurovskyi** — host, based in Lviv / Kalush / Ivano-Frankivsk.
- **Ivan Tokar** — friend, promo director, host.
- **Oleksii Skrimenko** — friend, host, English-speaking, based in Kyiv.
- **Nika Konstantinova** — host.

Fellow videographers:

- **Bohdan Maznoi** — second cinematographer, production partner from the Sumy years. Long-time collaboration since the Vivat! era (~2010–2017). Shared projects include "Tolerance Starts with Me" (2016).
- **Vovka Kozubskyi** (@vovka_kozubskyi) — top Ukrainian fashion & wedding videographer. Based in Paris, Como, Florence. Clients: Chanel, JD Sports, Guerlain, SHEIN, Tina Valerdi Bridal. Published in: VOGUE, ELLE, Forbes, Grazia. Studio: @ivorypix_wedding_video. We've filmed Hosts Factory together — annually, across several years.

Photographers:

- **Volodymyr Ivash** (@ivashphotography), **Vadym Pastuh**, **Andrew Gribov**.

Wedding planners and event organizers — long-term collaboration (years, like with Lykhovyda):

- **Daria Vlasenko** (WFS) — wedding planner.
- **Sineta Event Team** (@sineta_event_team) — "Your perfect wedding," Ukraine + Europe (Czech Republic, Italy, Austria, Germany, Poland, France, UAE, Spain).
- **Olena Dyban** (@elena.dyban) / **Perfect Party Ukraine** (@perfectparty_ua) — a network: Kyiv + Vienna (Austria) + own venue space + decor department.
- **Kristina Krivtsova** (@kristina.krivtsova) — event organizer.
- **Volodymyr Takudis** / Takudis Event Team (@takudis, 51K followers) — host and event organizer for private and business events, working in three languages. Founder of EWT — Ukraine's nationwide event industry community. Organizer of Ukrainian Event Industry Day. 20+ years in the industry.
- **Oksana Votum** (@oksana_votum) — author wedding ceremony officiant, practical psychologist. Manager: Nina Votum.
- **Dyadya Zhora Company** (@dyadya_jora_company) — major event agency. CEO Dyadya Zhora (host, producer). 3,000+ events, 20+ years. jora.biz.
- **TFT company** (Oleksandr Hrytsenko) — Sumy, long-term collaboration.
- **behappy_agency** — Wedding Agency BE HAPPY, 14 years, Ukraine / Italy / worldwide.
- **Koinonia Studio** (@koinoniastudio).
- **MARY Wedding Agency** / marryme.ua — top Ukrainian wedding agency, 14+ years.
- **Anna Yakovleva** — **KIWI** (event agency; including the IDP children's event, December 2022) and **Yakovleva.weddings** (wedding agency).

Performers / Artists:

- **Anastasia Koloda** — choreographer, dancer, DJ.
- **TIK** (frontman Viktor Bronyuk) — one of Ukraine's top music bands. Filmed them performing at client events.
- **HOBBY HUB** — vocal studio. Partner on the "We Are From Ukraine!" music video (2022).

Location partners:

- **Praha Restaurant** — embedded since 2018.
- **Alaska Restaurant** — residency since 2020.
- **Gvozdoff Resort, Grand Admiral, Forrest Family Restaurant**.

Education and development:

- Hosts Factory (Sergii Lykhovyda) — since 2015.

— VIDEOMATICA — cinematography course (2020).

Civic and governmental:

— NGO Citizens of an Active City (Alina Poznanska) — I'm an official member.

— UNDP Ukraine — multi-year partnership through ViDNova UA since 2021.

— Ministry of Youth and Sports of Ukraine — through ViDNova UA.

— NGO Vidchui.

— 207th Battalion of the Armed Forces of Ukraine — charity concert 2022.

— Cultural Forces — service 2023–2026.

Agency channel:

— **Havas Engage Ukraine** (Olga Kasyanenko, brand manager) — long-running channel for Mondelez, Citroën, JDE.

International institutions:

— British Council — since 2020.

— House of Europe.

— Goethe-Institut — through "Poetry Without Shelter."

— World Central Kitchen — event co-organizer in 2022.

— UNICEF Ukraine — through 2020 youth programs with brand ambassador Taras Topolia.

— Caritas Ukraine (Sumy office) — charity short film "Kindness is CARITAS," 2017.

Brothers from the culture we lost

A separate memory. Not "colleagues" — these are people who were beside us in life, in work, in the cultural circle. They kept Ukraine alive with us. And they didn't come back.

— **Yevhenii Markarov — call sign "Dodge"** (March 21, 1984 — February 18, 2023). Brother-in-arms from Cultural Forces. Before the war — a sound engineer from Sumy who worked with Okean Elzy, Antytila, Oleh Vinnyk, and Olha Polyakova. Actor at the Sumy Youth Theatre "Niankiny," founder of the city's rock club, organizer of a film club where he gave his own lectures on cinema directors. Economist by education (Sumy State University, 2006), participant of the student Maidan of 2004 and the Revolution of Dignity. From February 24, 2022 — territorial defense, then the Armed Forces. Junior sergeant, drone operator, 5th Separate Assault Brigade "Kyiv." Killed near Ivanivske, Donetsk region, in the Bakhmut sector. Order "For Courage," 3rd Class. Honorary citizen of Sumy (posthumous). Survived by his wife and daughter.

— **Dmytro Buival** (July 1, 1991 — August 11, 2023). Sumy street artist: living statue, mime, fire performer, the persona "Mr. Golden Steam." Founder of the NGO "Voice of the Streets," organizer of the street art festival "Kharytonenko Fest." Brought fire mysteries to Sumy. One of the heroes of our film "Art Comes Alive Among People" (Night of Museums 2020) — two years before he went to fight. Wanted to enlist from 2014; signed up in June 2022. Killed near Pervomaiske, Kharkiv region, in the Kupiansk sector. Honorary citizen of Sumy (posthumous). Survived by his wife Natalia.

— **Vasyl Kukharsky — call sign "Actor"** (December 2, 1981 — December 7, 2023). Brother-in-arms from Cultural Forces. Ukrainian theatre and film actor, 15 years at the Kyiv Academic Drama Theatre on Podil, laureate of the "Kyivska Pectoral" award. Lead role in the film "Maxim Osa: Gold of Pesyholovets" (2022, on Netflix). From the first days of the full-scale invasion — in the 67th Mechanized Brigade of the Volunteer Ukrainian Corps "Right Sector," 1st rifle battalion. Severely wounded in autumn 2023. Died in a Kyiv hospital five days after his 42nd birthday. The farewell at the Theatre on Podil — people on their knees, applauding. Survived by his wife and child.

Beyond them — dozens of other names, with whom we shared shooting sets, stages, rehearsals, shared projects. Each left their mark. We remember.

10. Recognition

State decorations: — Medal "For Distinguished Service, 3rd Class" — Ukrainian Ground Forces, November 24, 2024. — Combat Veteran status (UBD).

Festivals and screenings of "Soldiers of Song" (dir. Ryan Smith, 2024), where I was Lead DP: — **Tribeca Film Festival** (New York, June 2024) — world premiere. **Attended in person.** — **Warsaw International Film Festival** (Poland, 2024) — nominated for Best Documentary Feature. — **Hamptons Doc Fest** (Sag Harbor, NY, December 2024). — **Stockholm Global Sounds Festival** (Sweden, 2024). — Ukrainian theatrical release — September 12, 2024. — **Charles University**, Prague — special screening. — **King's College London** — with director Q&A. — Theatrical releases: Los Angeles, New York, Chicago, Boston, Toronto, London, Rome — February-March 2025. — Ukrainian National Museum, Chicago — March 7, 2025. — Streaming / on-demand release — March 8, 2025.

Other festival appearances: — **Odesa International Film Festival** (Kyiv, 2025) — premiere of "In Thanks We Trust," September 27, 2025. **Attended in person.**

Platform releases: — Apple TV, Amazon Prime, Google Play (all "Soldiers of Song").

International moments 2024-2025:

— **"In Thanks We Trust" — USA tour. Filmed on the ground.** Two tours combined into one film:

- **First tour (May-June 2024)** — 42 days, ~10,000 km, 110 events in 19 cities across 9 northeastern states. Audience: 35,000+ including TV and radio. Among the venues: U.S. Congress.

- **Second tour (September-November 2024)** — 60+ days, Southeast, South, and West Coast states. Among the cities: Washington DC, New York, Shreveport, New Orleans, Dallas, San Diego, Austin (UT Texas), Los Angeles, San Francisco, Miami, Atlanta.

Los Angeles, November 2024. At Sean Penn's home — a meeting with world stars: The Killers, Queens of the Stone Age, Sting. Taras Stolyar (bandura player, brother-in-arms in Cultural Forces) performed Sting's "Shape of My Heart" for him on the bandura. The next day Taras joined Sting on stage at his solo concert in LA. Separately, Metallica reposted Taras's bandura performance of "Nothing Else Matters" on their Instagram (12M followers).

The team had to split across states to cover simultaneous events. Carnegie Hall was filmed by another part of the team.

— **NATO HQ, Brussels** — February 24, 2025 (third anniversary of the full-scale invasion).

— **EU-Ukraine Business Summit, Brussels** — April 19, 2025.

— **Cannes Film Festival** (78th) — May 2025. Cultural Forces delegation invited personally by Bono for the premiere of his film "Bono: Stories of Surrender" (directed by Andrew Dominik). On the red carpet — Bono, The Edge, Sean Penn, and others. With us, Ukrainian soldiers from Cultural Forces: Mykolay Serha; Yurii Ivaskevich, who lost a leg in combat; Olha Rukavishnikova, who lost an eye in combat; and Taras Stolyar, who performed U2's "One" with Bono on a bandura the next day. About a seven-minute standing ovation.

Professional development: — Wedding Business Summit (2013). — Photographers and Videographers Conferences (2015-2019). — Showreel Conference (Kamianets-Podilskyi, 2016). — Media Days (2018). — Ukrainian Wedding Photography Conference and Award (2019). — VIDEOMATICA cinematography course (2020).

11. How I work

What holds the brand together:

— **Honest credits.** I don't claim what isn't mine. Lead DP is Lead DP. Operator is operator. Camera-in-a-team is camera-in-a-team. Accurate positioning matters more than a louder brand.

— **Long partnerships.** I don't change collaborators every two years. 10+ years with Sergii Lykhovyda. Multi-year work with key Kyiv wedding organizers — Sineta, Dyban / Perfect Party, Krivtsova, Takudis, Votum, Dyadya Zhora. Seven years with my son's godfather Oneshchak. Seven years with Praha Restaurant. Five-plus years with UNDP. My network is my infrastructure.

— **Family as co-creation.** Alina isn't "the wife who helps." She's a director, facilitator, and producer. We've been a duo since 2010. This isn't work-life balance — it's work-life fusion, on purpose.

— **Memory as a craft.** From "I AM STRONG" (2016) to Kub and Kyt (2022), from "Voice in the Water" (2023) to "Soldiers of Song" at Tribeca, I film the people the world risks forgetting.

— **No bluster.** Even when the subject is heavy. Facts and meaning, no decorations.

12. Contacts

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Base: Kyiv, Ukraine. **Working:** Ukraine • European Union • United States.
