Press Release

FROM BREAKING BAD TO THE WITCHER

BLEND ANNOUNCES NEW SPEAKERS AND OPENS REGISTRATION FOR WORKSHOPS AIMED AT FILM PROFESSIONALS

Thomas Golubich, music supervisor of Breaking Bad and Six Feet Under, and Maria Głowacka of CD PROJEKT RED are coming to BLEND: Film & Games 2026, while Pierre Puget, Daniele Barone, Marco Mazzaglia, Olga Moskvina, Hrvoje Mitić, Laura Bošnjak, Jan Kovačić and Ivan Glavinović will lead specialised workshops.

Zagreb, 9 October 2026 – BLEND: Film & Games, taking place on 23 and 24 October 2026 at Algebra Bernays University in Zagreb, has announced major new additions to its programme. Among those coming to Zagreb are Thomas Golubich, one of America's best-known film and television music supervisors, and Maria Głowacka, Senior Franchise Manager at CD PROJEKT RED, the studio behind the globally renowned gaming franchises The Witcher and Cyberpunk 2077!

This year, BLEND continues to bring together fields that are increasingly intertwined in the creation of audiovisual projects – film, television, video games, music, virtual production, artificial intelligence and intellectual property development. The programme also places a stronger emphasis on hands-on learning and knowledge exchange through specialised, free workshops for industry professionals.

THOMAS GOLUBICH – THE MUSICAL FORCE BEHIND SOME OF TELEVISION'S MOST ICONIC SERIES

From Breaking Bad and Better Call Saul to The Walking Dead, Six Feet Under, Silo, Poker Face and Pluribus, Thomas Golubich has spent decades helping shape the musical identity of some of television's most recognisable productions.

Golubich is a music supervisor with five Emmy nominations and a music producer with two Grammy nominations! In 2017, his work on Better Call Saul earned him an Emmy nomination for Outstanding Music Supervision, while the Guild of Music Supervisors has twice honoured him with its award for Best Music Supervision in a Television Drama for Breaking Bad.

In 2017, he became President of the Guild of Music Supervisors. In 2014, he conceived and launched the State of Music in Media conference, which has now been running for more than a decade.

At BLEND, he will shed light on a profession that often remains invisible to audiences but has a decisive influence on the atmosphere, emotion and identity of a film or series – from selecting music and collaborating with creators and producers to making music an integral part of audiovisual storytelling. He is very open to collaborating with Croatian producers and invites interested professionals to meet him at BLEND and explore opportunities to work together on future projects.

MARIA GŁOWACKA – BUILDING THE WORLDS OF THE WITCHER AND CYBERPUNK 2077

Maria Głowacka is Senior Franchise Manager at CD PROJEKT RED, where she works on The Witcher and Cyberpunk 2077. Her role brings together intellectual property (IP) strategy, creative vision, business objectives and product development, working with internal teams and external partners to create relevant, authentic experiences for players and fans.

With more than 15 years of experience in licensing, franchise management and product development, Głowacka has worked across entertainment and consumer products, helping bring IP-based projects from initial concept to market launch. She is particularly interested in how organisations can build stronger partnerships through shared goals, clear decision-making frameworks and effective models of collaboration.

Her appearance at BLEND highlights one of the key questions facing today's film and gaming industries: how can a creative world expand beyond a single format into different media, products and experiences while retaining its distinctive identity?

FREE WORKSHOPS LED BY LEADING INDUSTRY EXPERTS

Alongside talks and panels, BLEND 2026 places a particular emphasis on practical work and knowledge sharing through FREE specialised workshops for professionals in the film, television and creative industries who want to explore opportunities at the intersection of film, video games and new media.

Thinking in Games: How Filmmakers Can Press Play / 24 October at 2:30 p.m.
Screenwriter and director Pierre Puget is the founder and CEO of Berlin-based BRAINS Narrative Studio. His experience spans both film and video games, including work with IO Interactive.
This two-hour workshop is designed for pairs of film and television producers, screenwriters and directors. Puget introduces participants to the different mindset required by interactive media. The focus is on how film professionals can apply their existing expertise in storytelling, characters and production to video games and transmedia projects.

Cinema, Television and Video Games: Discovering a New Realm of Opportunities / 24 October at 10:00 a.m.
Leading Italian experts Daniele Barone, founder and CEO of Biunivoca, and Marco Mazzaglia, video game evangelist, producer and IT manager, will explore the relationship between film and video games from several perspectives – from using video assets and television archives to creating cross-media experiences based on intellectual property originating in either field. In addition to the theoretical component, interactive sessions will give participants first-hand experience of various examples, some familiar and others less well known, that have connected these two worlds over the years.

Virtual Voices: Creating Memorable Dialogue / 24 October at 2:30 p.m.
The workshop will be led by the outstanding Olga Moskvina, lecturer at Algebra Bernays University and writer and game designer of Disco Elysium, one of the most acclaimed narrative video games of all time! How do you write dialogue that gives characters personality, builds emotion and stays with players? Olga will reveal key principles for crafting convincing, memorable dialogue in video games. Drawing on her experience with the cult classic Disco Elysium, celebrated for its exceptionally rich narrative, complex characters and innovative approach to dialogue, participants will explore how words shape a game world, influence player experience and turn virtual characters into unforgettable personalities.

From Concept to Market – Practical Advice on Video Game Development / 23 October at 10:00 a.m.
The workshop will be led by Hrvoje Mitić, Games Scout, producer and Secretary of the Croatian Game Developers Association (CGDA). It provides a practical overview of the entire game development journey from a business and publishing perspective – from selecting a concept and developing a business case to production, budgeting, pitching, working with publishers and platforms, and bringing a game to market. Through concrete advice, participants will gain a clearer understanding of how to approach game development as a business venture, how to organise their work and what to expect from the industry. The workshop is primarily intended for indie developers and teams working on their first commercial game.

Acting in RPG / 23 October at 10:00 a.m. & From Player to Character / 24 October at 10:00 a.m.
Both workshops will be led by professional actors Laura Bošnjak and Jan Kovačić, members of ARMOR CAST. Acting in RPG is intended for players who want to deepen their role-playing through acting techniques. Using improvisation exercises and Keith Johnstone's techniques described in his influential book Impro, participants will explore how to establish authentic relationships with other characters and NPCs and apply the principles of dramatic situations to RPGs. From Player to Character draws on physical theatre and techniques inspired by the commedia dell'arte tradition, exploring how changes in posture, voice and facial expression can shape a character. Participants will examine the psychology of their existing player characters (PCs) and develop their distinctive physical and vocal traits through practical exercises.

Unreal Engine – Everything You Need to Know to Create Your Audiovisual Project / 23 October at 10:00 a.m.
This workshop introduces rapid prototyping of game development ideas using Unreal Engine. Participants will learn how to organise a project using the Blueprint system, with an emphasis on project architecture, programming best practices and Unreal Engine's built-in systems. The goal is to develop a prototype of a

simple project that is ready for further work by game designers and accessible to other development team members, supporting efficient future development. The workshop is intended for anyone exploring Unreal Engine for the first time. It will be led by Ivan Glavinović, a lecturer at Algebra Bernays University.

Workshop registration is open until 22 October at 4:00 p.m.
To register, email info@blendzagreb.eu with your basic details and indicate which workshop you would like to attend. All workshops are free of charge!info@blendzagreb.eu

The full programme, including speakers and panellists, will be published on the official website soon.

Admission to the conference is free with advance registration, open until 22 October at 6:00 p.m. via the registration link. Follow all conference updates at www.blendzagreb.eu and on the social media channels of BLEND, Zagreb Film Office, Games Croatia, the Croatian Audiovisual Centre and Algebra Bernays University.poveznicewww.blendzagreb.euBlendaZagrebačkog filmskog uredaGames CroatiaHrvatskog audiovizualnog centraSveučilišta Algebra Bernays

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