

An aerial photograph of Warsaw, Poland, taken from a high vantage point. In the foreground, a modern cable-stayed bridge with a tall, dark pylon and white cables stretches across the frame. Below the bridge, a dense urban landscape is visible, featuring a mix of low-rise and mid-rise buildings. In the background, the Warsaw skyline is prominent, with several skyscrapers reaching into a dramatic sky. The sky is filled with dark, swirling clouds, and the sun is setting, creating a warm, orange and yellow glow that illuminates the city and the bridge. The overall mood is dramatic and urban.

the story lab

Poland



PATRYCJA MATUSZEWSKA

CREATIVE PRODUCER / TSL MANAGER

Patrycja Matuszewska is associated with television for over 20 years. TV producer and manager specializing in running project from the first idea, through production to broadcast. She co-created large entertainment shows like DANCING WITH THE STARS, POLAND'S GOT TALEN and XFACTOR. Then she specialized in lifestyle and counseling programs. Former head of the morning show QUESTION FOR BREAKFAST in public Channel 2 and a producer of the Polish adaptation of the hit program THE PERFECT HUSBAND. The best-watched programs in thematic channels included the formats she produced: SAY YES TO THE DRESS POLSKA, SABLEWSKA IN STYLE or CLINIC WITHOUT SECRETS.

At Dentsu, she will be responsible for The Story Lab – a brand that produces and distributes entertainment that attracts audiences around the world. “I am very excited about the task ahead of me. Creation, production and distribution of broadly defined image content – television, Internet or VOD – are still a great field for development and exploitation. I believe that with the support of such a large and thriving group as Dentsu Aegis Network, we will be able to put into practice many pioneering actions and will go down in the history of content solutions not only in Poland but also worldwide. What I wish to myself and the group”, says Matuszewska.

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JAREK BOLIŃSKI

EXECUTIVE PRODUCER / MANAGING DIRECTOR

Over 25 years of experience in award-winning film, television and TV commercial productions.

In December 2006, together with his business partner, he founded PROPELLER FILM, which in a few years became a leading production house in Poland. As a result, in 2017, Jarek and his studio joined the Dentsu Aegis Network family as the first production house in Europe.

Jarek has been responsible for campaigns for some of the biggest brands: Santander Bank, Skoda Auto, Toyota, Tesco, Carlsberg, RBS, Lotto, and many others.

He has also been responsible for hiring actors and producing advertising campaigns featuring stars such as Kevin Spacey (for Bank Zachodni) and Penelope Cruz (for the Karmi brand) and Robert Lewandowski (for Huawei).



DAMIAN OPAŁKA

LINE PRODUCER

Graduated University of Silesia on Department of Radio and Television with specialization in Film and TV Production Management.

Over 10 years of experience in polish and international tv, film and commercials productions.

Among the others experienced in marketing & PR, new business development and music clearance.

Privately marathon runner, mountain hiker, passionate in film art, travels and Haruki Murakami novels.