

*Just another ex-Yugoslav

I am Milan Janić*, a creative director
who designs brain-friendly ideas
(and hopefully a desirable future)



The Exposome box

transforming scientific benefits into an experience



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We designed THE EXPOSOME BOX as an immersive experience leveraging the innovative science behind the Exposome. The Exposome can be defined as the measure of all the exposures of an individual in a lifetime and how those exposures relate to health. It can help understand and address skin health, but it is not top of mind for most dermatologists as they care for patients.

Vichy Laboratoire decided to share its recent research to encourage more dermatologists to think about external factors so ultimately, we improve more people's lives. We wanted to engage all of their senses for a truly impactful moment.

The data was at the heart of an experience in 3 parts designed to feel like a unique event and so stand out in the very noisy environment where delegates had many demands on their limited time.

Case study

Client: **VICHY LABARATOIRE**

Agency: **Publicis Health**

Client Service Director: **Chloé de Boysson**

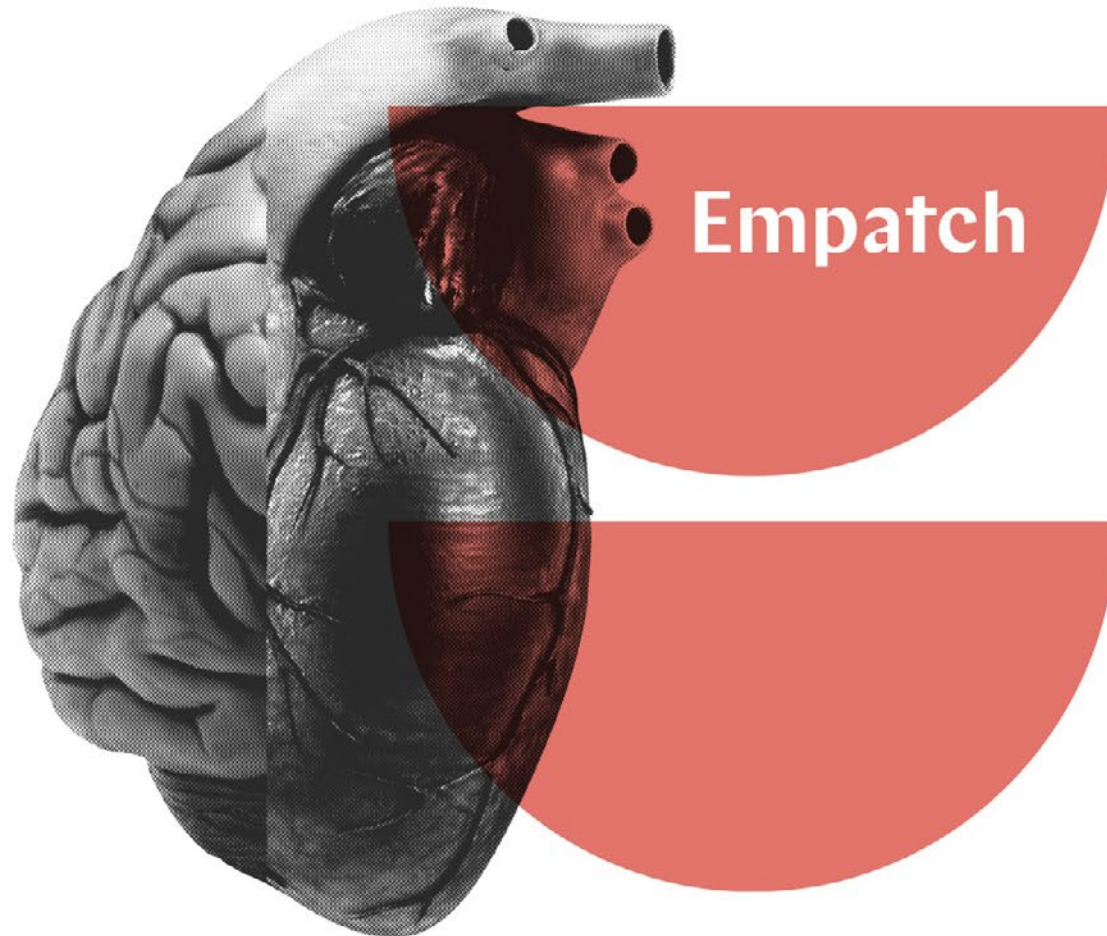
Creative director: **Milan Janić**

Art director: **Audrey Park**

Medical copywriter: **Simi Moirangthem**

Futures fragments

Exhibition / theatre performance / workshops / debate

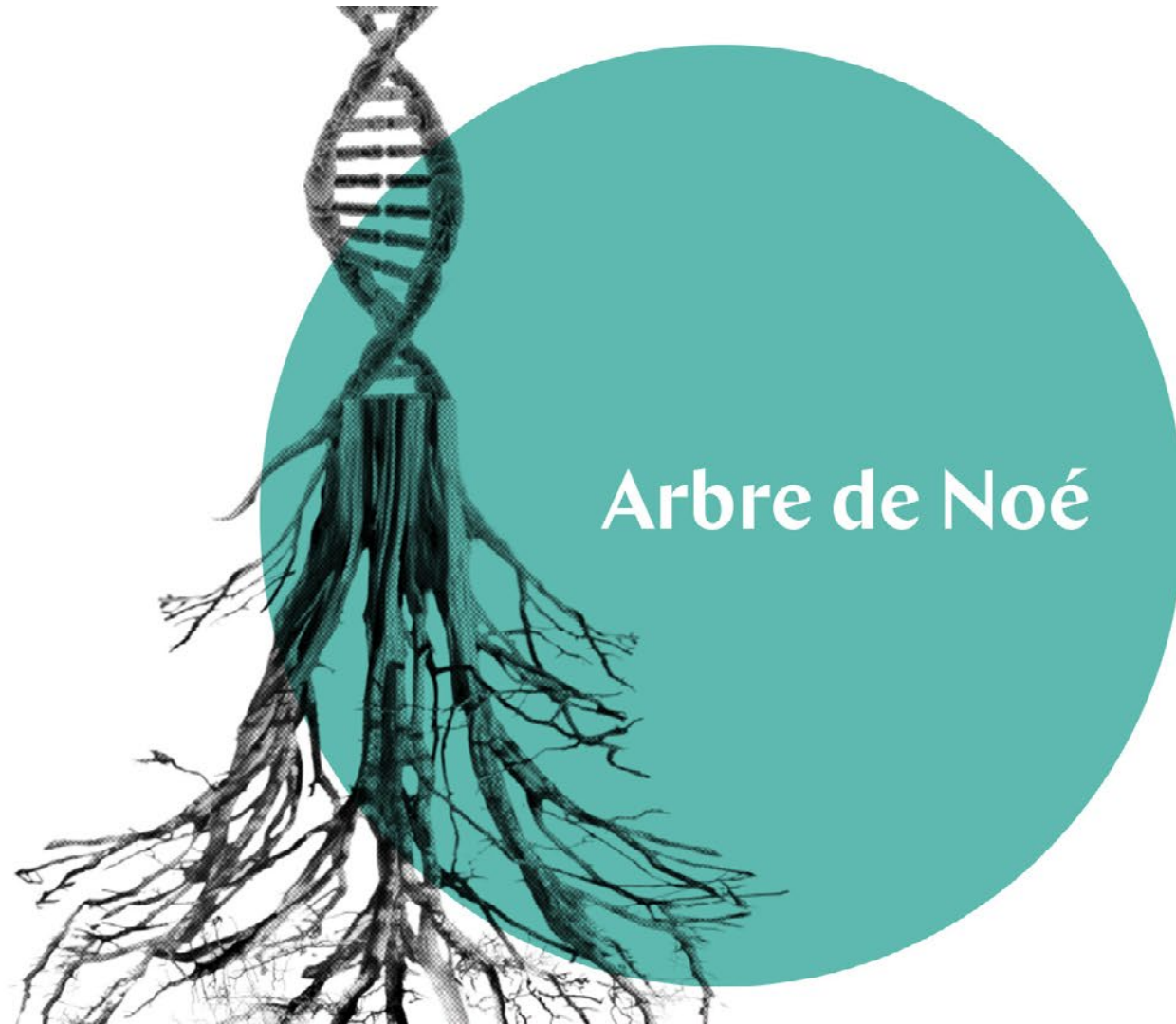


Et si l'empathie
se prescrivait...



Futures fragments

Exhibition / theatre performance / debate



Arbre de Noé

Et si l'arbre du vivant
n'était pas
une métaphore...



Futures fragments

Exhibition / theatre performance / debate



Combane

Et si l'humanité
renouait avec
sa part animale...





The project features five scenarios, and each part of a constellation of artefacts representing diverse possible futures. These imagined worlds take shape, making the future feel tangible and plural.

Through playful and immersive experiences, participants are invited to critically reflect on the futures we may face.

Co-created and co-designed, the experience immerses the audience in five fictional worlds, sparking debate and encouraging deeper discussions about the futures we aspire to create.

Case study

Concept by **FUTURONS! & M-L-I**
Annabel Roux, Catherine Tanitte, Claire Labadie,
Grégoire Epitalon, Marie-Alice Boyé, Mathilde Dulioust,
Milan Janić, Nathalie Izza

Artefacts: **Annabel Roux, Catherine Tanitte**

Creative direction and scenography: **Milan Janić**

Performance: **Nathalie Izza**

Limenka

Turning trash into eco-luxury bags







Limenka is a brand dedicated to creating eco-luxury handbags from recycled aluminum can tabs. By transforming discarded aluminum cans into beautiful, durable couture items, it aims to inspire a shift in consumer behavior towards sustainability.

The **Timeless Collection** is a line of handbags that combines iconic designs with fully recycled materials. Each piece is meticulously handcrafted, giving new life to aluminum can tabs and reducing waste. We also prioritize sustainability through the use of high-quality, eco-friendly threads, ensuring durability while minimizing our carbon footprint.

Beyond its commitment to the environment, **Limenka** also dedicates resources to support women affected by breast cancer, reflecting our belief that every purchase can contribute to a greater cause. **Limenka** handbags serve as more than just fashion statements; they represent a commitment to a better world.

Founder: **Mirjana Luković**

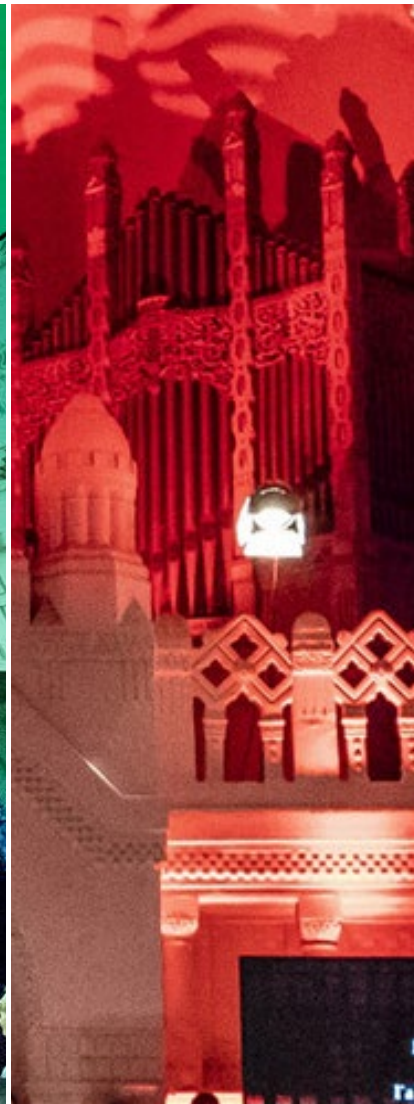
Concept & Creative direction: **Milan Janić**

Impact Lead: **Marko Ćirović, PhD**

Strategy: **Philippe Boutié**

Sustainable culture

Making the « City of Kitezh » opera more sustainable





How do we make Korsakov's finest opera "City of Kitezh" sustainable?

And how can we grow it

- so that larger audiences can enjoy it at a minimal cost,
- without consuming non-renewable resources,
- with a high level of performance sustaining the beauty of the work?

By **replacing resources with ideas:**

- Replace opera stage with an alternative stage
- Decor with lights
- Costumes with theater hand-me-downs
- Orchestra with future and current professionals
- Communication with social media

A joy for audience and 150 performers, with a benefit that kept growing after the last note.

Case study

Client: **Studio Orfelin**

Conductor: **Tamara Petijević**

Creative direction: **Milan Janić**

Set design: **Nenad Marković**

Light design: **Robert Majoroš**

Costume: **Mirjana Maurić**

Chez soi

turning windows into absorbing experiences





Each year, the French Institute in Belgrade designs its windows around a specific theme, promoting French culture. This year the theme was "Home", which we then turned into, "At Home.»

We created installations in four of the Institute's front windows, dedicating each window to an age in life: childhood, adolescence, adulthood and old age. In each window we told a story, but also created a space in which anyone could project their own memories and lives into.

Windows were used as stages for musical performances and readings. People would also read or play in the spaces, as they would if they were in their own home, for example for rehearsing music.

Case study

Client: French institute

Concept & Creative direction: Milan Janić

Architect: Dragana Marković

Designer: Vesna Pejović / Studio Kako-Ko

Workshops: Milan Janić & Dragana Marković

Coordination: Snežana Skoko

Team of Belgrade University students:

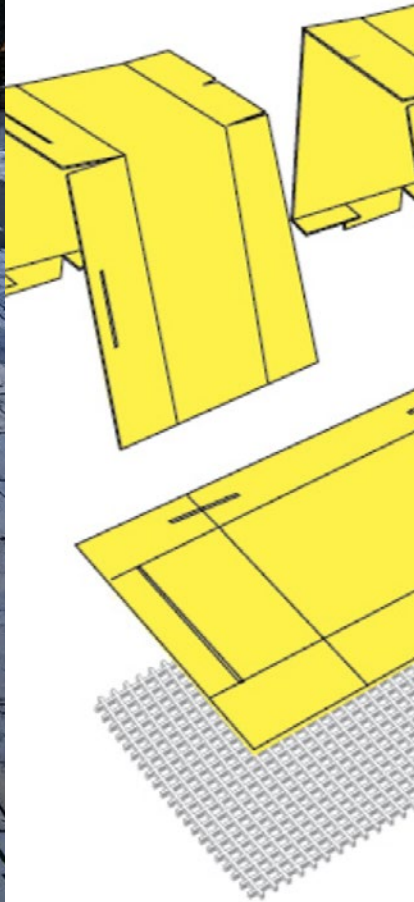
Aleksandra Djurović / Danilo Mimović / Danilo Radović

Igor Djurović / Ivan Avdić / Marija Pilcević / Natasa Djordjević /

Sofija Ranković / Stefana Maksimović / Tamara Kameroivić

Beyond Home

winning attention for homelessness in developed countries





The design and communication initiative «**Home Sweet Home**» brought together Salvo Galano, Italian photographer, and Milan Janić, Serbian designer, around the idea to make a thought-provoking statement regarding homelessness in the developed countries.

Home Sweet Home is a social project with 3 goals:

1. creating provocative DIY cardboard «houses» made from cardboard boxes which can be found in any dumpster
2. using these temporary shelters as billboards to publicize a simple truth: **NO ONE should live in a cardboard box.**
3. raising some help for local homeless people associations from the town where the event is organized (**Paris - London - Belgrade - Milan - Madrid**)

To announce the project in every city where it was organized, we constructed special cardboard houses at hot-spot locations of the city. These houses carried teaser messages, including the date and place of the event and the text of the "estate agency ad" promoting great studio close in town.

Case study

Concept and creative direction: **Milan Janić**

In collaboration with **Salvo Galano**

Strategy: **Philippe Bouté**

Text: **Pascale Kramer**

Photo: **Patric Modé**

Films direction: **Aćim Vasić**

Supported by:

LeoBurnett (Milano)

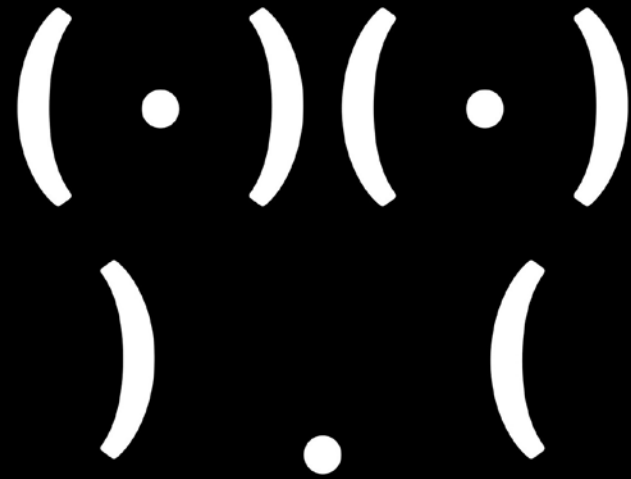
Lamtar (Paris)

O3one (Belgrade)

MediaLab Prado (Madrid)

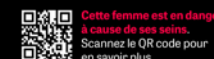
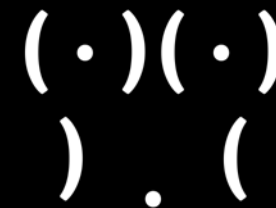
Fair care

Change inequalities in CPR practice



**Cette femme est en danger
à cause de ses seins.**

Scannez le QR code pour
en savoir plus.



Women are less likely to receive CPR from bystanders due to concerns about touching their chest. This hesitation can be fatal, as immediate action is crucial for survival.

Havas Life Paris partnered with the Women Cardiovascular Healthcare Foundation to launch «Un cœur est un cœur» («A Heart is a Heart»), a campaign aimed at addressing the gender disparity in CPR administration during cardiac arrests in public spaces.

To address the issue head-on, special **reanimation training** was developed using special DIY female models, offering collaborators hands-on experience to reduce hesitation and increase confidence in performing CPR on women.

Client: **Havas / Women Cardiovascular Healthcare Foundation**

Creative direction: **Milan Janić**

Art director: **Capucine Tournon**

Copywriter: **Clara Ferault**

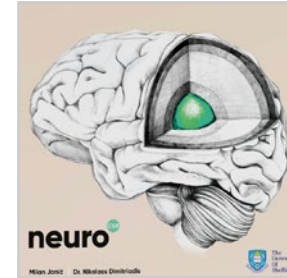
Strategy: **Coline Lemiere**

My ongoing projects

To explore the impact of being inspired
by neuroscience to CSR

Co-author of NEUROcsr

Co-FOUNDER of GOODBRA(i)ND

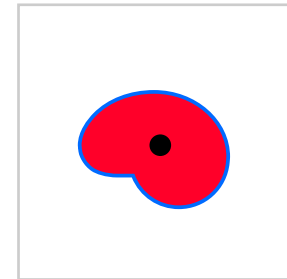


Study exploring the link between
neuroscience in CSR communication

creative example: Timeless / Limenka

To share my learnings

I teach and lecture



Neuro design
and responsible communication

Design schools and conferences:
IntuitLab, FOS, Kreni...

To explore more future focused CSR design ideas
and experiences

Partner of FUTURONS! Collective



Apply Design Fiction techniques
to solve client problems

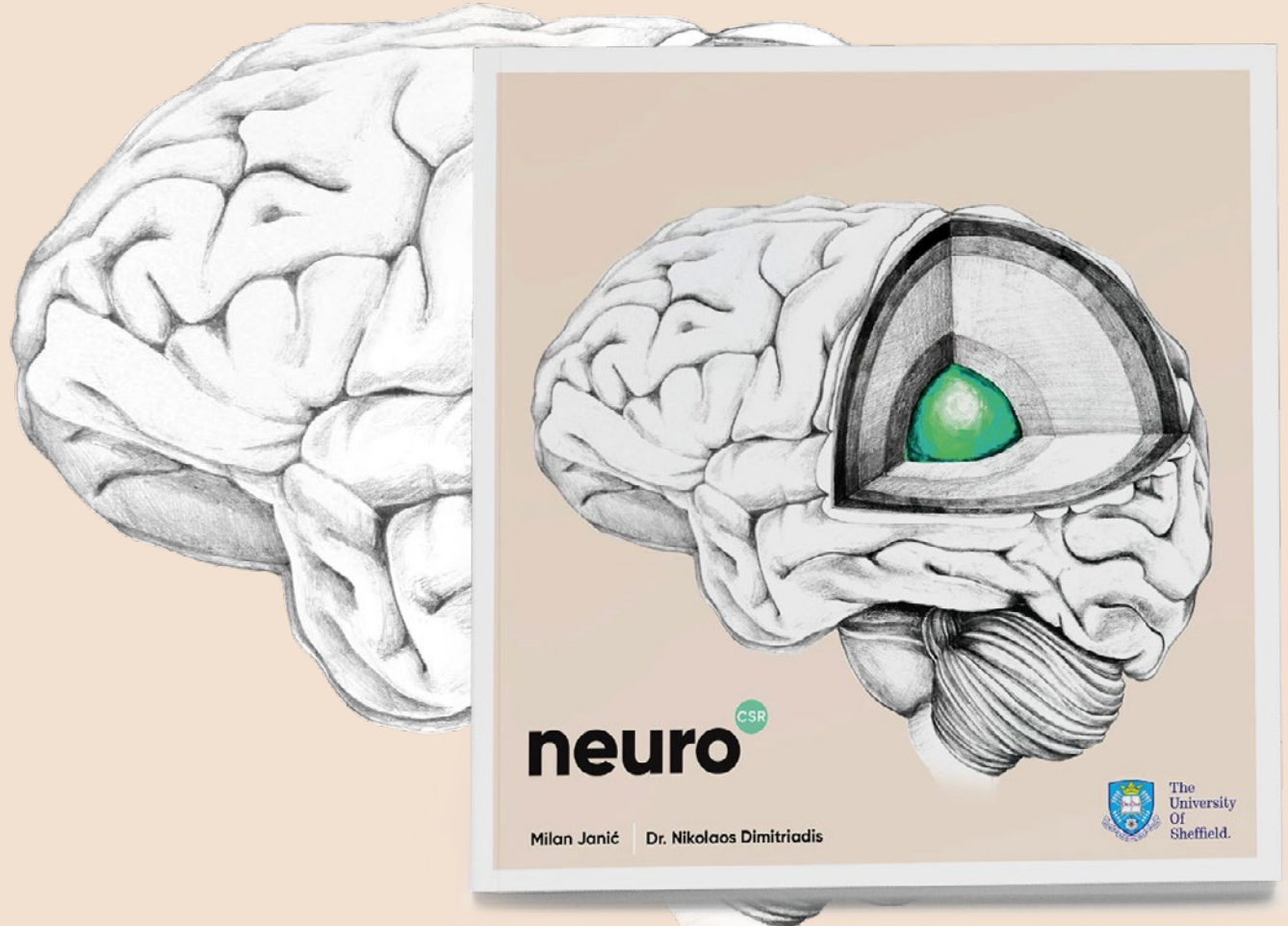
creative example: Future Fragments

NEUROcsr (co-author)

Study exploring the link between neuroscience in CSR communication

neuro^{CSR} Decoding Brain Reactions to CSR

neuro-csr.com

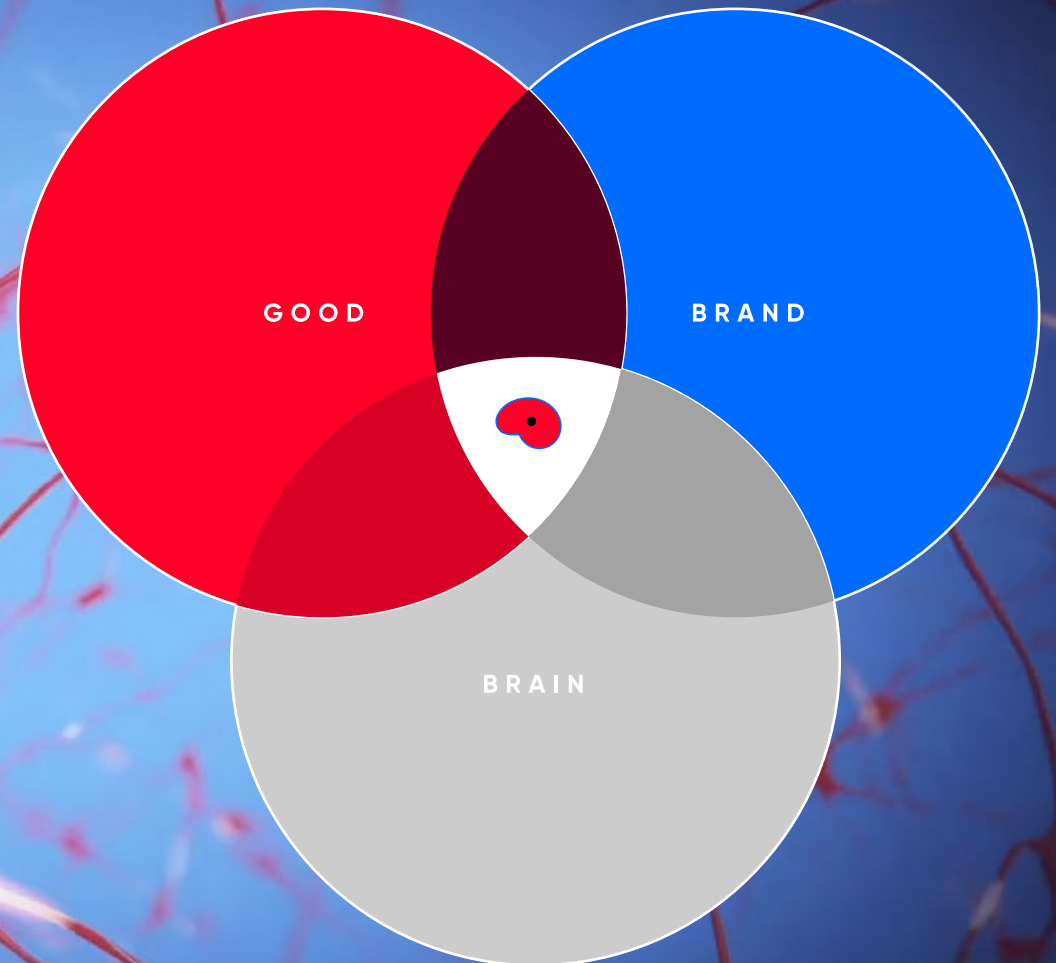


GOODBRA(i)ND (co-founder)

A collective of creatives, scientists, and strategists using neuroscience insights to craft brain-friendly CSR communications.

Neuroscience-based communications model and open source methodology to create brain-friendly communications.

goodbraind.com



Futurons! (member)

A futures literacy collective, striving to open up futures design to all.

Bazar des Futurs*



BazI Art des

Futurs*



imagine.tours*



Imagination catalysts*

futurons.org

So far, I have worked in several different industries...

**/ HEALTHCARE / 3M Healthcare / Amgen / Galderma / IPSEN / Vichy laboratoire /
La Roche Posay / Bioderma / Roche / Sanofi / Johnson & Johnson / Nestlé Health
Science / Servier / Santen / Boston Scientific / HOSPITALITY AND LUXURY / Hilton
/ Longines / Doubletree by Hilton, Radisson / Marriott / Park Hyatt / Pullman / Jewelmer
/ B2B / British Telecom / L'Oréal International / Mediametrie / Europ Assistance / Aon
Hewitt / MediaTransports**

... doing all kinds of creative work...

Creative direction / Design fiction concepting / Workshops / Keynotes / Cross-disciplinary projects

But, whatever I and we are doing right now is not as important as addressing global warming.



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