

"Energy has connected us". ISS staff shot a clip for Maxim Zagornov's birthday

June 10, 2024



The employees of MKS Group shot a rousing music video for the birthday of Director Maxim Zagornov. The power engineers performed their version of the legendary hit song by Mirazh. The video quickly went viral on social networks. According to many people, the new reading of the iconic song may become an unofficial anthem of the small-scale power industry.

Maksim Zagornov, Director of MKS Group of Companies, who celebrated his birthday on June 8, used the cult song of the Mirazh group - "Music has bound us" - as the basis for his creative greeting. The appeal to the work of the legendary collective of the 90s was not accidental.

"The character of Maxim Zagornov was "smelted" in the difficult 90's, his formation as a person fell on a critical period for the country. And it was from there - from the difficult, but at the same time driving 90s, that he derived his main life principle - "nothing is impossible!", which he still follows today. We were sure that the musical greeting from that time, filled with actual meanings, will resonate with the birthday boy", - said Maria Nevolina, Head of Public Relations Department of MKS Group of Companies.

The employees of MKS Group of Companies took part in the creation of the clip. The sound was recorded in a professional recording studio with vocal support from the Chelyabinsk cover band Radio Malta. Filming in record time took place in the Chelyabinsk office of ISS.

The clip tells in a light form not only about Maxim Zagornov's professional path and leadership qualities, but also about the formation of the small-scale power industry in Russia in general. The clip quickly went viral on social networks. According to many, the new reading of the iconic song may become the unofficial anthem of small-scale energy:

Doors are opening for mini-HPPs,
We believe in small-scale energy!

Clip "Energy Connected Us" for the birthday of Director Maxim Zagornov