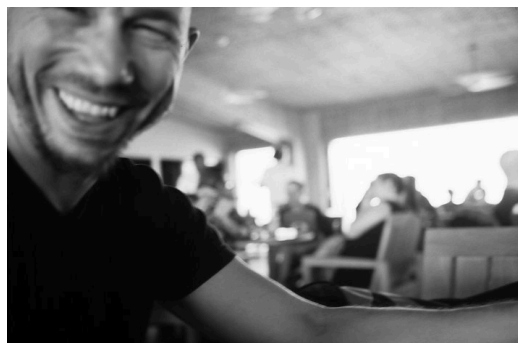


Andreas Grassl

Director

German based in Munich, Germany.



Andreas Grassl is an accomplished director who has directed more than 500 commercials and won more than 65 awards. His award recognitions include nods from major international festivals such as Cannes, Clio, ADC, New York, etc. He has worked all over the world and developed campaigns for Nestle, Jeep, Pepsi and many other renowned brands.

Driven by his enthusiasm for drawing, painting, designing, and contemporary art, he opened own film production company at the age of 22, where he spent the next 17 years working as a director and a producer. It was not long before he showed a special talent for comedy and storytelling. Over the years, he developed his unique visual style. After working on numerous campaigns, he sold his company to concentrate on his work as a director.

Strong visual storytelling, combined with his ability to create different atmospheres with humor and sharp timing are a part of his expertise. Andreas' experience in post-production, along with his unique, geometrical and architectural shooting style, allows him to produce stunning results.

In Andreas' conviction, design always has to serve the idea. Anything that doesn't promote the story has no place in a film. To quote Mies van der Rohe: "Form follows function."

Represented in China by SHP.



SHP
217 South Xiang Yang Rd.
Shanghai, China 200031
+86 136 8198 5554
info@shp.tv
www.shp.tv