

Avi Karpick

Director/DP



For over 25 years, Avi Karpick has worked worldwide as a cinematographer and director on hundreds of large-scale and award winning advertising campaigns. After many years of shooting live action, he chose to specialize in food and liquids tabletop, working with top food stylists, mock-up and SFX teams in over 20 countries. With a firm belief that 'no task is impossible', he has become a highly sought-after director and DP, specializing in the widest range of tabletop products, such as chocolate, fruit, meat, dairy, baked goods, beer, soda and other liquids. He has been called upon to work on productions around the globe for top brands such as McDonald's, The Coca-Cola Company, Heineken, Volkswagen, IKEA and Turkish Airlines.

Avi Karpick offers vast experience in both live action and tabletop. He is an expert in food styling, combining live action, tabletop and CGI, and has an unparalleled knowledge of cameras, motion control systems, shooting underwater and at high-speed. He works with a wide variety of cameras, including Phantom-Flex, Alexa, Epic and Phantom 4K. He also specializes in working with macro lenses and DNA borescope, creating unique and magnificent extreme close-up shots. His distinctive approach has resulted in eye-provoking, engaging, and memorable commercials as he combines a real passion for food with a great talent for designing arresting frames and 'food action'.

Represented in Asia by SHP.



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