



Laurie Castelli-Gair

Director



Biography

Laurie Castelli has been an independent commercials director for 10 years.

He has directed spots for major brands all over the world, including AOL, Sony Playstation, Vodafone, Gordon's Gin, Telefonica, and most recently has completed the latest worldwide campaign for Beck's Beer.

His work has won awards at The British TV awards, Los Ojos de Iberoamerica, and been short-listed at Cannes.

In addition, projects include a number of non-commercial, issue based messages, such as a film on behalf of the victims of terrorism in Spain.

Prior to a career behind the lens Laurie spent several years in the advertising industry in London as a board level account director at DDB (Then BMPDDB), and on the strategic side, as a senior planner at McCann Erickson, and latterly as planning director of CDP (Part of the Dentsu group).

The combination of directing and marketing knowledge allow Laurie to combine his directing duties with a consultancy role for client wishing to maximise the creativity and efficiency of their moving image messages.

In recent years he has spent a good deal of time in Latin America seeking out interesting work, perfecting his Spanish and building relationships with production companies, agencies and client companies in the region.

Given his unique blend of Latin experience with a European sensibility, Laurie sees himself as a bridge for clients and agencies wishing to take a step in to the Latin market, but maintaining high standards of creativity and professionalism.

Laurie graduated from Oxford University with an honours degree in Engineering Science.

