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1 > Philippe Andre



Repped by Wanda in France and Harry Nash in the UK, Andre possesses range and depth; solid art direction

and visual invention are prominent throughout his reel. Early clients included Renault and Martini in France followed by a move into the UK and American markets, gracing his reel with work for clients Guinness through HHCL & Partners, London, Adidas through Leagas Delaney, London, and Miller through Square 1, Dallas, TX.

Andre studied music at the Paris Conservatory and the Ecole Supérieure de Réalisation Audiovisuelle. As a result, Andre orchestrates music in tandem with adroit camerawork.

Take the Voodoo-veiled "Cuba" spot for Guinness, tightly edited with surreal edges including the reversed song of a squealing pig to allow for some distressing sounds. In a quest for Guinness, our protagonist sidesteps a maelstrom of activity creating a tense, restless atmosphere. Finally a decadent female spirit is unleashed, enveloping his taste buds amid a decaying Havana.

Andre is fascinated by examining a world lying somewhere between Lynch and Cronenberg, but also respects agency creatives on each production.

"I make a precise storyboard, an interpretation of what the agency has given me. I let them know exactly what I'm doing, then shoot and bring as much to the project as possible."