

Vive L'Esprit

Attempting to uncork new French talent is a daunting challenge, but tasting the grapes of three distinctly vintage directors leaves one content; Philippe Andre, Jean-Pierre Roux and Eric Coignoux are three such directors whose reels reveal unique visions of the contemporary world.

by: Simon Wakelin | January 1, 2001

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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.

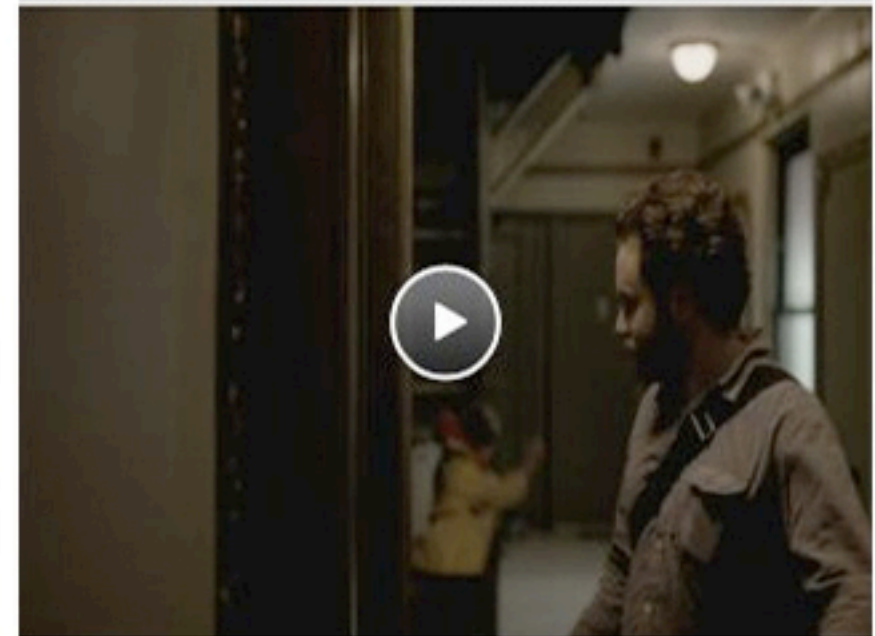
Take the Voodoo-veiled "Cuba" spot for Guinness, tightly edited with surreal edges including the reversed song of a squealing pig to allow for some distressing sounds. In a quest for Guinness, our protagonist sidesteps a maelstrom of activity creating a tense, restless atmosphere. Finally a decadent 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.

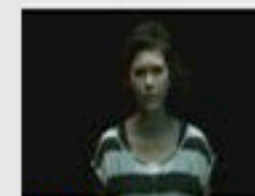
"I make a precise storyboard, an interpretation of what the agency has given me. I let them know exactly what I'm doing, then shoot and bring as much to the project as possible."

SCREENING ROOM

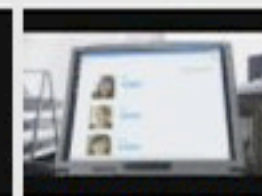
Top Spot



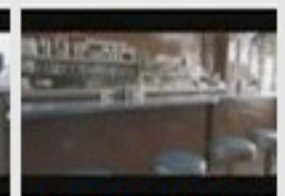
Barclaycard "Rollercoaster"



MADD "Broken Teens"



Knorr Sidekicks "Dating"



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