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25 YEAR ANNIVERSARY FILM AND NEW DIRECTORS' SHOWCASE CLASS OF 2015 REVEALED AT CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

Thursday, Jun. 25, 2015

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Saatchi & Saatchi celebrated 25 years of the New Directors' Showcase.

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25 Year Anniversary Film and New Directors' Showcase Class of 2015 revealed at Cannes Lions International Festival of Creativity

CANNES, France --(SPW)-- At the Palais des Festivals here today, Saatchi & Saatchi celebrated 25 years of the [New Directors' Showcase](#) by breaking with the recent tradition of technologically groundbreaking live shows, and going back to the grassroots of the NDS to celebrate the unrivalled directing talent that made it all possible.

In previous years the NDS has opened with an inspiring theatrical piece. This year, the 25th year, Saatchi & Saatchi will rely on the names and rich archive that sits within the NDS, and call upon their alumni to engage in an experiment in film, that allows focus to rest solely on the screen. It is highly appropriate that the screen is the hero. And the screen inspires and gives a magical introduction to the reel for 2015. To make this happen, Saatchi & Saatchi invited 25 directors to answer the brief.

Each director was given a brief: to create a 60 second film, end their film with a prop from their original Showcase film, and start their film with the preceding director's prop. The unique result is '25x25: An Experiment in Film'.

Pablo Del Campo, Worldwide Creative Director of Saatchi & Saatchi commented: "The film 25x25 is a celebration to thank the amazing directors who have made the New Directors' Showcase possible. It is testament to the enduring influence of the Showcase on both commercial and experimental film. The legacy started with Paul Arden and Bob Isherwood. We thought that this year everything should be on screen. If you have a strong heritage you have to celebrate it."

The esteemed 25x25 directors are; Daniel Kleinman, Dawn Shadforth, Floria Sigismondi, Jonathan Glazer, Michel Gondry, Ivan Zacharias, Traktor, Dante Ariola, Ringan Ledwidge, Antoine Bardou-Jacquet, Carl Erik Rinsch, Noam Murro, Tim Bullock, Dougal Wilson, James Rouse, Jamie Rafn, Fredrik Bond, Philippe Andre, Jake Scott, Ne-o, David Wilson, Daniel Wolfe, Ilya Naishuller, Vania Heymann and Charlie Robins.

Following the premier of 25x25, the [NDS Class of 2015](#) was revealed, with a Showreel of 14 young directors currently making waves in the film industry.

The screening was sponsored by Corbis, a leading digital content and worldwide entertainment rights company founded by Bill Gates.

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