

## **BRENT HARRIS**

Brent Harris is an international commercial film director from South Africa, who has called New York City his home for over the last decade.

Harris had early ambitions of being a feature film director but after graduating from the University of Cape Town a chance encounter saw him become a precociously young director of brand promos at M-Net, South Africa's only private TV channel. This led his way to the spirited South African commercial industry where he was completely seduced by the thrill and creative adventure of the shorthand genre. He now finds himself in the surprising position of being something of an 'experienced helmer'.

As a director, Harris is preoccupied with the soul of the story and the people that occupy it. Intimate close ups that elicit 'the truth and poetry' of his subjects have become his cinematic trademark.'Form follows emotion' is his personal dicta and it show in his work that is both emotionally engaging and visually striking.

Harris has collaborated with many of the world's most creative advertising agencies including Wieden+Kennedy, Droga5, Johannes Leonardo and Chiat-Day, and shot for many of the world's leading brands – Nascar, Goodyear, Expedia, Sky, Intel, Coke and Peloton, to name but a few. His work has garnered many of the industry's highest awards including multiple Cannes Lions and AICP's.

The director is about to go full circle with a feature film project about the maverick architect, Frank Lloyd Wright that he has been long developing.