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REYNALD GRESSET

Reynald Gresset's journey as a filmmaker began with his work as an operator for international news broadcasters, filming from Afghanistan to China and Lebanon to South America. These early experiences gave him great insight into the power of creative expression, shaping his sensibility as a storyteller and filmmaker. Reynald's desire to constantly evolve as a director and master the craft of filmmaking prompted his transition into commercials. He has directed numerous successful commercial campaigns for brands such as Google, Honda, Heineken, and Mass Effect, he has also helmed a huge Samsung content campaign featuring Rooney, Messi and Ronaldo. Each of these projects showcases his talent in moving fluidly between brands, genres and narrative styles. Reynald's approach to filmmaking is defined by his desire to develop and create complex characters and narratives; Utilising the cinematic arsenal to delicately execute brilliant stories, with human experience at their core. His naturalistic approach and well-trained eye for aesthetic, leads him to create lucid yet poetic images that translate on-screen into visually sophisticated, cinematic, and truly vibrant imagery.

AWARDS

Leroy Merlin 'Life's Adventure' - Lion Cannes 2017: Silver - Epica Awards 2017: Bronze - Kinsale Shark Awards 2017: Best Cinematography, Bronze - Clio Awards 2017: Bronze.

Sci Fi - Cannes Lions 2008 - Epica 2008 - Eurobest: Silver - Young guns Silver Award - Golden Drums Award - Award club directeurs Artistiques - Kinsale Shark Awards Advertising - Cresta Award - New York Festival Finalist

Orange 'Voisins' - Epica 2015

Douwe Egberts - Golden Darlin Award - CFP award

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