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## **WILLIAM ARMSTRONG**

William Armstrong is a film director born in Botswana and based in Copenhagen, Denmark. William specializes in powerful, poetic films brimming with raw detail and emotional performances. William's career launched in 2013 with a spot for Jaguar spot earned Best New Director at the Kinsale Shark Awards, and a Young Director Award at the Cannes Lions. The immediate exposure and recognition catapulted him to working with some of the world's biggest brand, including Adidas, Mercedes, BMW, Sony and Samsung.

William's unique creative approach is centred around iconic image-making, stylising reality to find beauty and unusual perspectives in every environment. His work is often categorised as elemental, instinctive and gripping. He puts a lot of focus on casting and building trust with his on-screen talent to develop an emotional sensitivity in every performance.

William brings a decade of experience to each project, which results in close collaborations with agency creatives and clients, managing the journey of creating a film together and guiding it to the fullest potential.

In the past two years William's work has crossed into longer forms, with two successful short films and the development of a ten-episode narrative TV show currently underway. His talent for screenwriting is also channelled into the development of advertising projects, from copy to dialogue and structure. William's work in longer form has earned him Emerging Director Award at the One Screen Film Festival, gold craft awards at Ciclope, and most recently a world premiere at Tribeca Film Festival in New York City, along with credits at several other world-leading film festivals.

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