



## MATHIAS HOVGAARD | DIRECTOR



Mathias Hovgaard has been working in the film industry for a long time. Discovering early on that he had a talent for directing, he was approached to do his first international project, only just turning twentythree.

Whilst finishing a Masters in Film and Media, Mathias' online film for Lada - Jumpreceived millions of views online. His early work earned him a place on Creativity's 'Director to Watch' and was shortlisted for the YDA's in Cannes and Saatchi & Saatchi's New Director showcase.

The last couple of years also brought him a "Best Campaign of the year" and "Best online film" shortlist and wins at the True award and Creative Circle for his insightful work. His Ford spot was viewed more then 2 millions times in just a couple of months.

Mathias is part of a young generation of digital filmmakers who sees new platforms and quickly adapts to the situation, inventing all possibilities to make something really visually exciting. He also pushes the classical commercial storytelling in a new direction, blending strong stories with a reality to give the message more of an authentic feel.