



ANTHONY MANDLER'S BIO

One of the top commercial and music video directors of today, Anthony Mandler is known for pushing the visual envelope for some of most famous names in entertainment. His cinematic approach to music videos consistently takes the standard notion of the Top 40 to the unexpected, creating the imagery that often propels them from 'famous' to 'iconic.' This trait keeps superstars repeatedly returning to collaborate with Mandler, trusting him to craft the images to perfectly capture the message of their music.

Mandler's vivid, emotion-driven storytelling can be seen in his ode to the American female archetype with Lana del Rey's "National Anthem," and again in the follow-up collaboration for her haunting epic short film "Ride." The pair recently embarked upon their most ambitious project together with the much-anticipated 30-minute short film *Tropico*. Mandler has helmed over fifteen of Rihanna's music videos, from "Disturbia" to 2013's "Diamonds," and his other projects comprise a veritable register of chart-dominators and VMA-winners ranging from the brand-altering visuals for Taylor Swift ("22," "I Knew You Were Trouble") to Selena Gomez ("Come and Get It"), Beyonce, Drake, Justin Bieber, and Eminem, to name a few. His third video for Jay Z, "Holy Grail" featuring Justin Timberlake, received worldwide media attention for its dark subject matter and visually arresting imagery. Mandler also helmed a nearly 8-minute video for The Weeknd's "Belong to the World." Shot in Japan, the narrative presents singer Abel Tesfaye in a futuristic dystopia as he conjures up the mysterious female object of his affection.

Though known originally as a prolific music video director, Anthony Mandler's creative scope spans multiple genres, each a new platform for him to challenge the current visual standard. Mandler is currently signed with International production company Believe Media for commercial representation in the US and Europe, and Quad for representation in France, as he continues to direct music videos under his own banner, Black Hand Cinema. Mandler's filmic prowess continues to gather speed in the advertising world, having directed spots for high-profile brands including Almay, Max Factor, Skyy Vodka, Ciroc, Duracell, Nike, and Samsung. A notable collaboration are his projects with David Beckham

in many of the athlete's endorsement partnerships such as Las Vegas Sands Corp. and their Asian properties - The Venetian Macao and Marina Bay Sands in Singapore, Breitling watches, Motorola, EA Sports, Adidas, Yahoo, and David Beckham Homme fragrance.

His fresh, high-gloss style and mastery of lighting translate seamlessly into auto advertising, as seen in the elegant dinner party he created with a modern spot for Cadillac; and the deft command of rhythmic scintillations to highlight the sleek features of the 2014 IS for Lexus. Chevy enlisted Mandler to debut the brand's landmark partnership with soul singer John Legend with the "Made to Love" campaign. The concept of adding an organic music element played naturally to Mandler's strengths, resulting in the black-and-white series featuring Legend drawing on inspiration as he drives through New York in a 2014 Impala.

In addition to his live-action work, Mandler is a celebrated photographer. His celebrity portraits of icons such as Ryan Phillippe, Heath Ledger, Katie Holmes, LeBron James, Eva Mendes, Eminem, and numerous others have graced top publications such as GQ, Entertainment Weekly, Esquire, and Rolling Stone.