

MARCO KALANTARI

DIRECTOR / WRITER / PRODUCER  
[www.marcokalantari.com](http://www.marcokalantari.com)



Panasonic

Coca-Cola



citibank



Tencent 腾讯

HSBC



PHILIPS



Gillette®



motorola



NOKIA

lenovo



RELIANCE



acer



SIEMENS



TOYOTA



oppo



Haier



YKK



HITACHI



Born in Vienna / Austria  
Languages: German, English, Mandarin, Japanese



1991 - 1996 Founder and head of Y.E.P.Z, a group of young Austrian filmmakers

1995 First job: Props assistant on the sequel of 9 1/2 WEEKS,  
starring Mickey Rourke, shot in Vienna  
1995 – 1997 Various jobs as an art department assistant



1992-93 Austrian Army services (mandatory)



Summer 1995, 1996 Work as a volunteer for an international humanitarian program  
(Care Austria) in Pakraz / Croatia during the Yugoslavian Civil War.

1997 - 2001 Work as assistant director for TV commercials

2002 Bachelor's degree in "directing" and "production"  
at the University for Music and Performing Arts, Vienna,  
Institute for Film and Television



1998 First job as a director on TVC for "Nintendo"

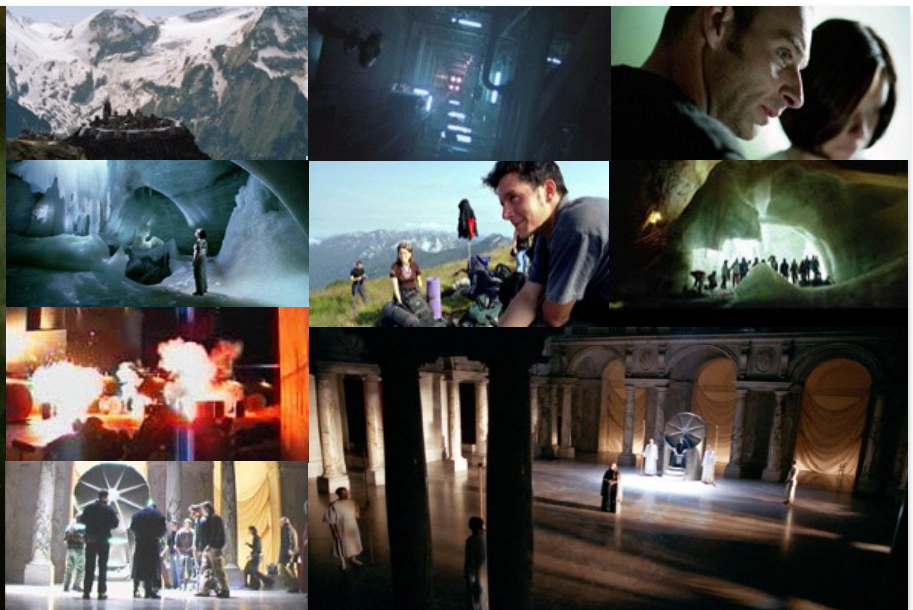




2003 Winner of a Silver Lion at the Festival in Cannes 2003 and Gold at the Festival in Palermo for TVC MEDECINS SANS FRONTIER "Children"



2003 Shoot for TVC MEDECINS SANS FRONTIER part 2 "Airport" in Kenya



2004 Completion of feature film AINOA



2004 - 2006 Work in Bombay / India on commercials for the Indian market

## Foreign Hand Rocks The Cradle

**E**VEN as international locales become commonplace, the filmmakers behind the camera on several ads that are shot entirely in India may not necessarily be Indian. Production houses like the Mumbai-based MAD lion with international directors and bringing them in for high profile projects. Says D Ramakrishnan, vice president and executive creative director, JWT Mumbai. "We are not getting the drops — we work with guys who've done award winning stuff." Prominent among these are Francoise who has worked on films for St Gobain and Lux and Marco from Austria whose Indian ad credits include the latest commercial for Airtel and Idea. A few years ago, a common complaint was that India had only a handful of quality ad filmmakers. This has been offset by a

young crop of people, many of whom already have some of India's best films to their credit. However the sheer volume of commercials produced ensures that there's always more work than people the industry considers competent enough to execute it. Sridhar explains, "Today, the average director produces more than the average copywriter writes in a month. We produce over 3,500 commercials a year and have too few people."

Too few of the right people would perhaps be a more accurate descriptor. Creative directors are now no longer as open to paying the premium for the quality offered by the best Indian ad filmmakers. Nor are they willing to wait and put projects on hold until they are accommodated into an already overcrowded schedule. Balki says gleefully, "I'm now able to get quality with the same money or less."

The creative directors see no irony in an industry that prides itself on local relevance and the Indian sensibility working with international filmmakers. Some like Balki say that the filmmakers are beginning to develop such a sensitivity over time spent working in the country. According to RS Chakravartiy (Chak), national creative director, Rediffusion DTV-R, who returned to advertising after a stint as filmmaker: "That is what the creative director is there for. The honest commercial for Airtel is getting us rave feedback from everywhere — and it was shot by Marco. I just made sure I was closely involved at every stage."



Page 2: Shoot To Thrill



2006 Represented in India by Madfilms Entertainment (TV commercials)





2004 Shoot NOKIA N-GAGE. The film was a landmark for Indian TV advertisement

2005 Start of business relations with Malaysia, Indonesia, Singapore, China, Japan, Ukraine, Romania and Iceland

2005 Foundation of the film production company "The Candle Shop" in Iceland



2005 Special jury award for AINOA at the Stodhary Film Festival in Kiev



2005 Moving permanent residence to Iceland



2006 Represented in Europe by Sagafilm (TV commercials)

During 2006 based in both Shanghai and Reykjavik



2006 Release of movie AINOA in Europe, distributed by Buena Vista International

2006 Year of records. 69 flights, travel to 19 countries, 14 TV commercials, 3 film festivals, 1 movie release

2007 Worldwide distribution of movie AINOA by Beta Film Munich



2007  
Representation in  
Singapore / Malaysia /  
Indonesia by Applebox Asia



2007 Silver award for TVC VOLVO "Balloon" + "Swing" at  
China Car Commercial 2006 Awards



2007 Shoot for the CITIBANK Hongkong campaign



2008 Shoot for RELIANCE BIG TV India.

The biggest TVC project ever produced in India. 7 shooting days, 1100 extras. Estimated 600 Million people will see it on TV and in cinema



2008 Representation in Europe and Middle East by Stillking  
(TV commercials)

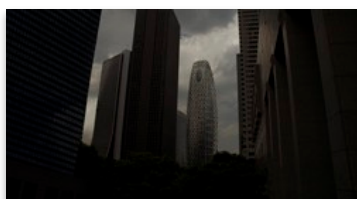


2008 Release of movie AINOA in Japan



2009 based in Beijing and Hongkong

2010 based in Tokyo



2010 Shoot for PEPSI "The Game"  
with Indian superstars  
Ranbir Kapoor and Sanjay Dutt



2010 represented by AOI Pro. Inc. / CluB\_A management for the Japanese market

AOI Pro.



*savage* 2010 Represented by Savage for the European / Middle Eastern market

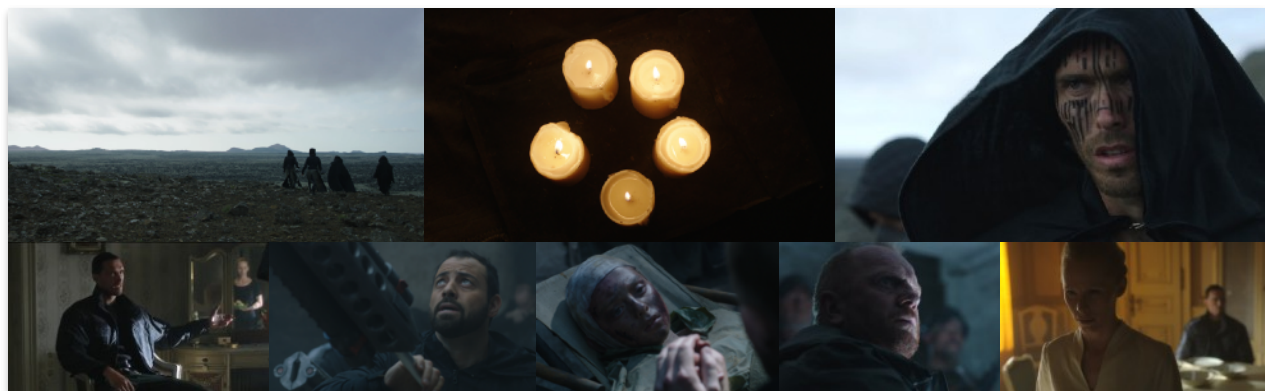


2011 Shoot for a viral campaign for BMW / China  
78,000 shares in the first 12 hours. 2 million views in 7 days

2011 Gold Shooting award (computer category)  
for ACER at the 4th ROI Festival in Shanghai



2012 Awards for BMW:  
Gold award ROI  
Grand Prix – Great Wall  
Silber – DMA (automotive category)



2013 Shoot for short film THE SHAMAN, written, produced and directed by Marco Kalantari

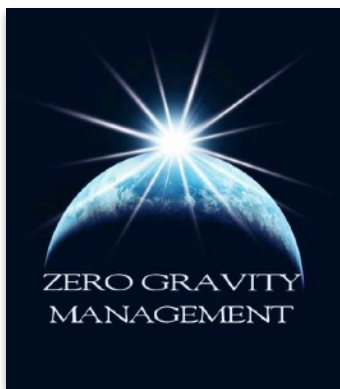


2014 Shoot for YAMAHA's global campaign REV STATION





2015 World premiere of THE SHAMAN at the Tribeca Film Festival in New York



2015 Represented by Zero Gravity Management in LA



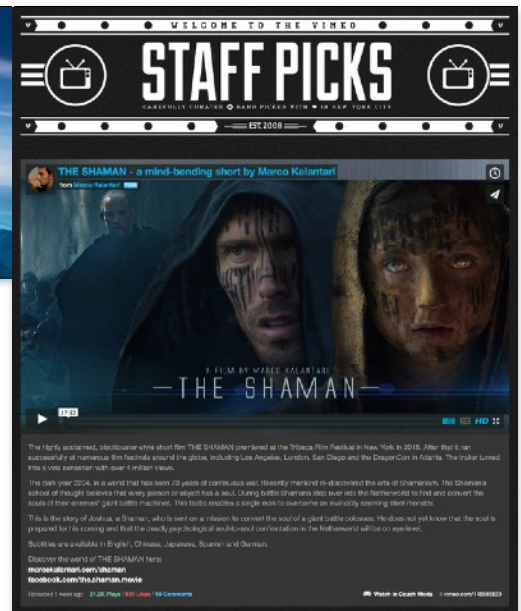
2015 Signed up with United Talent Agency LA



2015 THE SHAMAN is screening at numerous film festivals around the globe, among them Los Angeles, London, Toronto, Vienna, San Diego



2015 THE SHAMAN is being featured worldwide on United Airlines' in-flight entertainment systems



2015 THE SHAMAN gets selected by the prestigious Vimeo Staff Picks and launches a highly successful online campaign across various platforms



2015 io9.com calls THE SHAMAN "one of the best short films of the year"



6 million views for THE SHAMAN Trailer on Youtube



2015 THE SHAMAN travels to film festivals around the globe



2016 Campaign for MOTOROLA China, shot in Kyiv, Ukraine

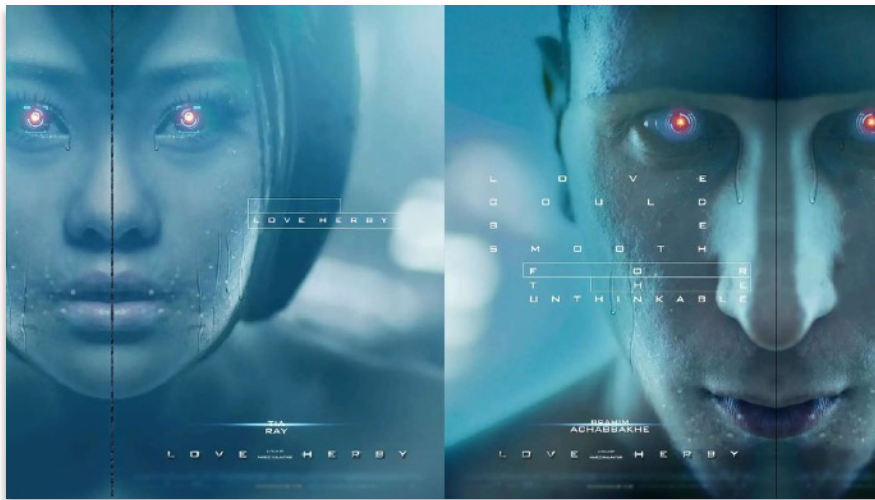


2016 Shoot for SPRITE China, with superstar Jay Chou

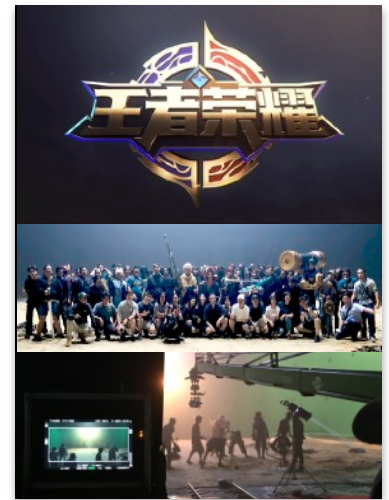


2017 Shoot for THUMS UP India, with Bollywood superstars Ranveer Singh and Mahesh Babu  
The spot had 100 million views in 10 days





2017 Release of music video / action-short cross over LOVE HERBY featuring Chinese superstar Tia Ray  
The music video version had 330 million clicks on Tencent



2018 TVC for TENCENT's blockbuster smartphone game "HONOR OF KINGS"



2018 TVC for OPPO "Find X", shoot with Neymar Jr. in Sao Paulo

trinity  
agency  
hamburg

2018 Represented for commercial  
work in Europe and Middle East by  
Trinity Hamburg  
hamburg@trinityagency.de  
+49-40-6365 2128



13 years of life in Japan



2018 Launch Event - Directing Workshop @ Dotwell Shenzhen





2019 work as 2nd unit director on Chinese Sci-fi blockbuster Bureau 749



2019 Global campaign for Huawei 5G "Kung Fu"



2020 Silver and Bronze Awards for Huawei 5G "Kung Fu" commercial at the prestigious The One Show 2020 Awards.





Oct / Nov 2020 First foreign director to shoot a commercial during the Covid-19 pandemic in Shanghai.

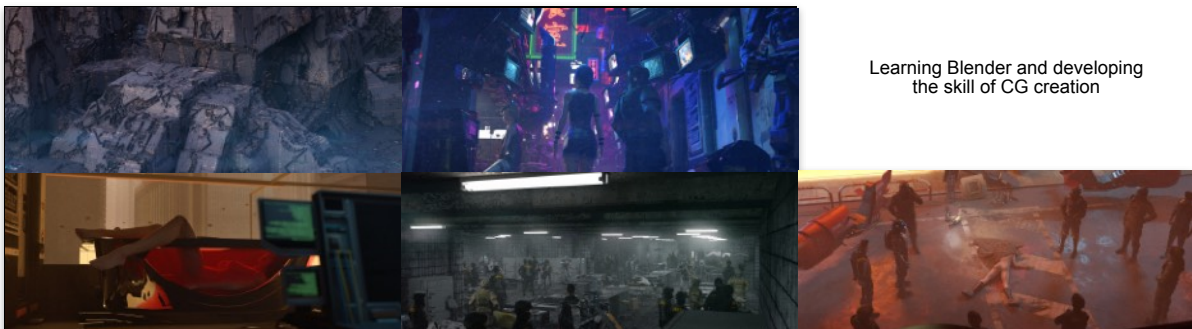


2020/2021 SHORTLIST						
Digital Craft Lions						
CANNES LIONS						
Title	Brand	Product/Service	Entrant Company	Location	Production Role	Location
A&P (UX & Journey Design)						
INTO THE STORM	US AIR FORCE	WEBGL EXPERIENCE	MEDIAWORKS H LVSBUKE	THE NETHERLANDS	MEDIAWORKS H LVSBUKE	THE NETHERLANDS
THE UNDISCOVERED LIBRARY	REPORTER WITHOUT BORDERS (RFB)	THE UNDISCOVERED LIBRARY	DOB GERMANY BERLIN	GERMANY	BOOKWORKS LONDON / NEEBWORKS FILMBOOM	THE NETHERLANDS
JFK MOONSHOT	JFK PRESIDENTIAL LIBRARY AND MUSEUM	JFK PRESIDENTIAL LIBRARY AND MUSEUM	DOUGLAS BOSTON	USA	UNITED LOS ANGELES	USA
A&P (Experience Design: Multi-platform)						
5G KUNG FU SHOWDOWN	HUAWEI	HUAWEI MATE30 PRO 5G	OGILVY BEIJING	CHINA	MOO MEDIA CO., LTD. SHANGHAI / VC VIRTUAL REALITY TECH CO., LTD. SHANGHAI	CHINA
MORI BUILDING URBAN LAB	MORI BUILDING CO., LTD.	MORI BUILDING URBAN LAB	BBJ TOKYO	JAPAN	AKICORD TOKYO / BASQUE TOKYO / DOMINATION TOKYO / MESS C/MC TOKYO / P.I.C.S. CO., LTD. TOKYO	JAPAN
A&P (Experience Design: Voice)						
BEDTIME STORIES	WALMART	WALMART	FCB CHICAGO	USA	JSM MUSIC NEW YORK / LORO NEW YORK / PARADISE PRODUCTION CHICAGO / PINKIE PUGLITTI TORONTO	USA
PROJECT UNDERSTOOD	GOOGLE AI AND CANADIAN DOWN SYNDROME SOCIETY	GOOGLE VOICE ASSISTANT	FCB CANADA TORONTO	CANADA	FUEL CONTENT TORONTO	CANADA

Shortlist for Huawei 5G "Kung Fu" at the Digital Craft Cannes Lions 2021



Nov / Dec 2021 Campaign for Tencent's Level Infinite label. 10+ million views in 3 days.



Learning Blender and developing the skill of CG creation





Nov 2022 - July 2023 Writer, director and editor of the Garena Freefire action short film “Luna”, starring Thai celebrity Yaya.



Dec 2022 - Jan 2023 Commercial shoot for the Singapore Ministry of Health

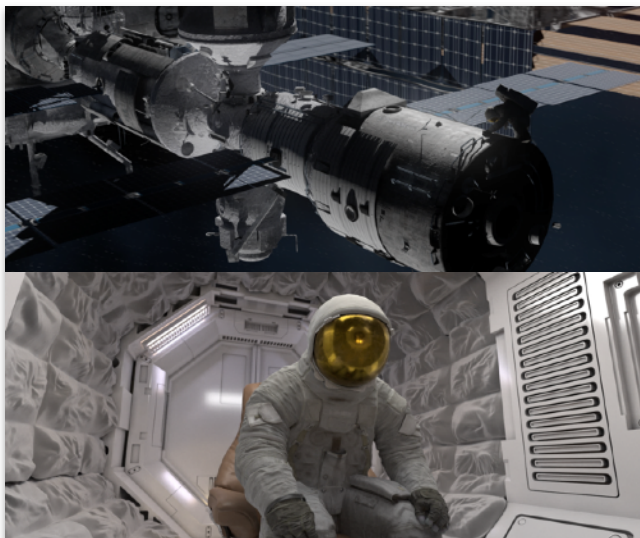




2023 Release of BON



2023 More works



2023 Release of Sci-Fi thriller short THREE



2023 Work on two long format projects. More to come.