



MITCH BEKK – Director

Born in 1987, Mitch grew up in Zurich, Switzerland. As a kid, his parents always considered it 50% funny and 50% weird that he zapped into advertising blocks and knew all the ads by heart.

A few years later, he decided to pursue his passion for advertising and studied at Zurich University of the Arts. Here, he was the odd one who loved good advertising and wanted to tell short stories on small and big screens. He experimented with every camera and animation technique he stumbled upon. His graduation project in 2012, the world's first interactive super slow-motion music video, which he directed, filmed, and coded, cleaned up on the awards circuit and instantly put Mitch on the scene. It won an ADC NY Cube for cinematography, a Lovie Award, and an honoration for Best Use of Interactive Video at the Webby Awards, the Oscars of the Internet. Tiny Robots, one of his other interactive music videos, was nominated against Pharrell Williams at the Webby Awards too.

He spent three years as Art Director Film at Serranetga, Equipe, and SiR MaRY, helping brands like Samsung win the hearts of millions of users before deciding in 2017 that his passion lies in directing. Mitch has written, directed, and DOP'd commercials for clients such as Samsung, Under Armour, Swisscom, and FREITAG, to name a few.

His background as a DoP for spots like Under Armour - Way to the Top makes him a strong visual thinker who can implement nice transitions into your films with ease and knows how to get the best out of his DPs. Speaking of crew, he excels at giving his departments the best environment to thrive and get their best work done, be it on set, or in postproduction, music composition, and voice recordings.

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