

## Salmon Biography

Not just an aquatic living vertebrate but a methodical and mathematical film-maker in the true sense of the word. A visionary director, a former pro skier, a director whose work resonates globally, Salmon's films have heart, soul and more than a sprinkling of distinctive Scandinavian humour.

It is this humour complimented by his cinematic style, which is the basis of his adeptness at tackling different genres. Whether it's beautifully framed shots with a narrative simplicity or a choreographed street dance in rewind to 'Grease Lightning'.

Salmon began his career working at agencies in LA including David & Goliath, Deutsch and Leo Burnett. A brief stint in Spain working alongside Rafa Anton, CD at Vitruvio Leo Burnett led to a more long-term relationship and the start of his directing career that became full-time in 2004. Clients include, Seat, Audi, Sky, VW, Ikea, Corona.

There have been Lions and there have been Clios. We have no doubt there will be more.