



Louis is a 30 something Brazilian Portuguese speaking Londoner living in Berlin with an American passport and a surplus of silly names...5 to be exact. He's always been a storyteller - whether it was coercing a bemused family to recreate highly elaborate action sequences at Christmas on his father's high *8 camcorder, spraying paint on city walls or performing as a drum n bass MC at dodgy underground Manchester and Bristol raves, the need to create and express has always been there. After a somewhat wayward youth - London's a crazy town - Louis graduated from the University of Manchester with a Philosophy degree and a burning desire to explore and create and succeed. Somehow this manifested itself in Louis owning and running a club and hostel in a small town on the "coco" coast in Bahia, Brazil. As fun as this was, Louis knew his real talent and calling lay in the film world and so he packed his backpack and headed back to London.

Louis started right at the bottom as a runner, catering to the capricious whims of over inflated egos and making rubbish tea for demanding execs. Obviously that sucked, yet being around the lights and the cameras and the chaos and the manic energy of production, he knew he was where he was supposed to be. He quickly worked his way up from runner, to researcher to assistant producer, working on a variety of British TV shows. In his spare time he learned to shoot and cut and make better tea. But as much as he loved being involved in the production process, he realised that he wanted to create a higher level product than what he was able to achieve as a small cog in the large machine of TV. Then digital happened. Suddenly there was a demand for creative, energetic filmmakers who could produce, direct, shoot and cut. People who could deliver from concept to final cut.

Louis started as an editing assistant producer at a large TV company creating sizzle reels and small pitch films. Then he got a job as a multimedia producer at a talent agency who looked after some of the biggest names in British TV. There he created bespoke content for the different talents' various promotional channels. After that, he landed a job as producer/director for Jamie Oliver's production company Fresh One. There he was in charge of 3 different online channels that were part of the pioneering new digital platform Jamie Oliver's Food Tube. There he produced, directed, shot and cut over 150 short form recipe

videos, a 4 part documentary and created a brand new cookery show format 'Food Busker', successful both as an online channel and broadcast. After a couple of years he decided to go solo and setup Panoptic Films production company and worked as a freelance director. Through his connections with Jamie Oliver, he started to work more closely with advertising agencies and brands, moving from online content to TV idents and then TVC's.

Since then Louis has directed commercials and content for big brands like Knorr, Bertolli, Galbani and Woolworth's Australia with top agencies such as Mullen Lowe and M&C Saatchi with A class talent like Jamie Oliver, Gennaro Contaldo and Antonio Carluccio. Louis' interest in food is both professional and personal, being a passionate cook himself. He loves food but Louis is also now developing more humorous and emotional based work. In his spare time he writes and has just completed his first short film - Thanks for the Memories - scheduled to run the 2018 festival circuit. He also still occasionally makes tea, thankfully much improved now from his runner days. All experience is useful somehow.