



MIKE PALAFOX

I'm a frustrated chef & an award winning film director. In fact I'm a translator.

I translate a script into compelling and emotive messages with sounds and images. I have a black belt in storytelling and an exceptional eye for making food look good. I firmly believe that there is a direct relationship between what we eat and how we feel. To me, the best dishes not only taste good; they also look good. My work is based in these principles.

You add artful filmmaking to the power of food, and you're really into something. I'm one of the few directors that handles both directing actors and tabletop, this has helped to establish myself as a well-respected artist on the leading edge of the tabletop and advertising industry.

I have honed my skills over 20 years of experience in production. Born into a family that was a film industry pillar in Mexico City. Both my parents were commercial directors. London Film School graduate.

Proud member of the International Association of Culinary Professionals ([IACP](#)).

I have 3 nationalities, but I'm a globetrotter and a citizen of the world.

I prepare a mean Spanish tortilla.

Let's do lunch. Better yet, let's shoot lunch!

*"Food is our common ground, a universal experience."*

*James Beard*