

Jonty Fine: Director

2011 silver Cannes winner, Jonty Fine studied cinematography at AFDA and then became an editor for 2 years before starting his career in directing. Straight away he racked up a SAMA, Metro FM Music award and Kora awards on 3 music videos. Since then he has delivered a number of commercials for agencies across South Africa. Jonty has an interest in edgy, post driven commercials. His vision is to strike the fine balance between the visual effect and the emotional content. His experience as an editor and directing commercials with extensive post techniques has created a unique body of work. The best word to describe Jonty is adaptable. Idea is king and the direction supports it.

2011 saw a Cannes silver for Jonty for POWA. An emotional documentation of the real-life response to two different types of neighbourhood disturbances, one violent and the other not. A violent argument was recorded in studio and prepped beforehand. The camera crew and all involved (about six people in total) were secreted into the complex so as not to give the game away. The agency and director were insistent on not alerting neighbours to any strange activity so the event could unfold in as natural and unexpected way as possible to truly test the results. This combination of reality TV with commercial communication really put the point across. Jonty directed and edited the piece to maintain a consistency of idea throughout.

Based in LA now Jonty commutes between Johannesburg & LA.

CONTACT

JO BARBER

EXECUTIVE PRODUCER

JO@FRIEZEFILMS.COM

+27832586687 (MOBILE)

