

TONY BAGGOTT : PROFILE

Director Tony's original passion was photography. He studied film at the Royal College of Art in London and then moved to Hollywood where he worked in various technical camera capacities on many feature films. His route to directing commercials was through camerawork. Originally working his way through the camera team to become a Camera Operator in Los Angeles. Family commitments took him to Johannesburg where he moved on to become one of the South Africa's premier Cameramen. He has shot more than 300 commercials in a 15 year career as director and won numerous awards in his own country and internationally. A Grand Prix at the New York Festival, a Gold, Silver and 2 Bronze Lions at Cannes. The latest being a Bronze at Cannes for a cinema commercial for Audi.

Tony enjoys performance directing and his work could be described as 'Performance with a strong look'. His performance direction brings believable characters to the screen, while at the same time satisfying the demands of succinct storytelling that commercials require. He places great importance on how the viewer relates to the tone of his work. Tony has worked with the premier South African agencies on car commercials and big brands and is a firm favourite with the top creative directors. In addition, Tony has worked all over the world from Europe to Asia and the Middle East and he enjoys the challenge of working in foreign countries and climates. Frieze Films, the production company that he co-founded in 1998 and has a roster of 5 directors.

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