

Saatchi & Saatchi New Directors' Showcase heads to Moscow's Strelka Institute

MOSCOW, RUSSIA: On 21 August Saatchi & Saatchi Russia will host a screening of the New Directors' Showcase (NDS), which is one of the most popular events at Cannes Lions International Festival of Creativity, and is now in its 24th year.

The venue of the Moscow event is the Strelka Institute for Media, Architecture and Design, where guests will have the chance to see the 2014 NDS Showreel for the first time in Russia. The 2014 NDS Showreel premiered in Cannes on 19 June and was followed by screenings in London, Milan, New York and Los Angeles. Screenings are also planned in Shanghai and Geneva this year.

The Moscow event will be presented by Saatchi & Saatchi's CEO in Russia Alex Shifrin, and will include a short film of the NDS #feelthreel event in Cannes, and a live panel discussion involving leading Russian film and advertising directors.

Alex Shifrin commented: "We are so glad to have a chance to screen such an amazing show on a big screen in Moscow. There is plenty of humour and visual magic mixed with provocative and even shocking content in the Showreel of 2014. It is definitely worth seeing."

Iconic

Every year the Saatchi & Saatchi Worldwide Creative Board selects the most exciting new global directorial talent, and the NDS has established a reputation for showcasing such iconic directors as Spike Jonze, Tarsem, Michel Gondry and Jonathan Glazer at the start of their careers.

This year the Saatchi & Saatchi Worldwide Creative Board, with creative direction from recently appointed Worldwide Creative Director Pablo Del Campo, made a final selection of 19 films by 18 directors. The class of 2014 hail from Denmark, France, Germany, Israel, Italy, Switzerland, UK and the USA. Andy Gulliman - Saatchi & Saatchi Worldwide Film and Content Director, and curator of the NDS Showreel - commented on the selection process: "We want to be introduced to a new generation with a fresh approach and attitude. We want to find young talent that can manage a traditional format and stand out from the crowd. We want to give great work great exposure."



The Strelka Institute for Media, Architecture and Design in Moscow. (Image: Wikimedia Commons)

The NDS 2014 has a typically eclectic mix of music videos, animated shorts, humour, erotica, surrealism and the grotesque. There are some viral hits on the reel, including Tatia Pilieva's erotic *First Kiss*, and Alberto Belli's spoof HBO trailer *It's Not Porn*.

Watch this!

The Moscow screening is organised in partnership with the Strelka Institute for Media, Architecture and Design. The 18 directors selected for the New Directors' Showcase reel 2014 and their films are listed below:

- Tarik Abdel-Gawad *Box*
- Alvise Avati *Beans*
- Alberto Belli *It's Not Porn*
- Simon Bonde & Peder *Ghost of a Smile*
- Ian & Cooper *Joel Compass 'Back To Me'*

- Josh Cole *Rudimental 'Not Giving In'*
- Tripp Crosby *Conference Call in Real Life*
- Ainslie Henderson *Moving On*
- Vania Heymann *Walking Contest* & Bob Dylan *'Like A Rolling Stone'*
- Kyra & Constantin *Rollin' Wild*
- Ed Morris *Cybersmile #dontretaliate*
- Tatia Pilieva *First Kiss*
- Donato Sansone *GrotesquePhotobooth*
- Emile Sornin *Disclosure 'Grab Her'*
- Kibwe Tavares *Jonah*
- The Sacred Egg *Breach 'Jack'*
- Truman & Cooper *Kid Wise 'Hope'*
- Us *The Sunday Times 'Icons'*

Be there!

Venue: 14, Bldg. 5A, Bersenevskaya Embankment

Moscow, 119072, Russia

Date and Time: 21 August, 2000

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About the Saatchi & Saatchi New Directors' Showcase 2014

The Saatchi & Saatchi New Directors' Showcase has become one of the genuine highlights of the Cannes Lions International Festival of Creativity. The Showcase was set up in 1991 and features the very best new directing talent from around the world. From an initial line-up of several hundred directors, the Saatchi & Saatchi Worldwide Creative Board make the final selection.

About The Strelka Institute



[Strelka](#) is an international educational project, created in 2009. The institute offers students from all over the world a nine-month post-graduate research program on urbanism and city planning, as well as providing consulting services, publishing high quality books on architecture and design, and organising and hosting a summer program, which is free and open to the public.

The institute sees its mission in raising the new generation of architects, designers and media specialists who will be responsible for changing the face of the world in the 21st century. In just five years, Strelka has created a new format for public life, cementing its status as one of the major cultural centres of Moscow.

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