

PRESS RELEASE

Caicoya Lands Samsung and Ikea at Slim Pictures

Sept 29, 2011 — Slim Pictures continues to build momentum stateside with director Nicolas Caicoya who nabs his second Samsung job through Leo Burnett, Chicago following recent duties on Ikea through Ogilvy & Mather, NY.

Caicoya is an award-winning director from Spain who quickly rose up the commercial ranks shooting successful campaigns for the likes of Ikea, Coca Cola, McDonalds, GM and Fiat.

“The Way We’re Wired” promotes Samsung’s new Galaxy S II smart phone. The spot features people in everyday situations using the technology of the Samsung phone in an uplifting vein:

As a voice-over underlines how we should never set our sights on second best, never aspire to be almost remembered, or never tell an average joke we follow beautifully shot footage of everyday people using the latest technology available on the phone, living in the moment and inspired by the phone’s technology.

It’s a feel-good commercial lensed exquisitely by cinematographer Paco Feminia and it underlines Caicoya’s ability to find real moments that assist in branding the ware.

“This job was a really nice challenge for me,” he explains. “My inspiration is always to show real people because, in the end, that’s who we are selling the products to – and they need to see the honesty of the moment to believe in the product.”

Caicoya’s specific reportage style is something that sets him apart from other bidding directors. His work is intimate and warm, thus relevant to clients such as Samsung who need to develop a strong relationship with their customers.

Slim Pictures’ Exec. Producer Tom Weissferdt feels Caicoya’s unique ability to work with actors is one factor that sets him apart from others:

“These are real people we see in his work,” he explains. “Even though some of them may be actors but he just lets them be themselves. His art direction is also very specific. It’s not overly cleaned-up or staged. It really feels like people live and inhabit his scenes. His work possesses such a natural overall vibe. Art directors love his collaboration and work ethic and have come back for more.”

“The Way We’re Wired” was shot over five days in Cape Town, using 35mm, video – plus footage from Samsung phones in the hands of actors shooting material on set. It’s another intrinsic ingredient that Caicoya brings to the table, injecting the real into the façade:

“When everyone feels involved there is a synergy present on set,” he explains. “That energy creates the commercial. It is there as everybody rides on the roller coaster. It’s an important energy to have because through it you communicate with everybody – your crew, your clients and the agency.”

Caicoya's move to the US came earlier this year after meetings with a number of bigger companies who were interested in repping him. But it wasn't until he met Weissferdt at Slim that he decided to take the leap Stateside:

"I don't particularly want to be in a huge company over here" he admits. "With Slim Pictures it's about being in a company that works closely with the agencies, who are deeply involved in what they produce. It's more handmade here; there is more soul, more heart and it feels like a natural place for me to evolve my reel and develop my technique."

Alongside Caicoya at Slim Pictures are ZCDC, Stephen Blackman, Charley Stadler and Bradley Morrison. The company continues to flow with projects, currently shooting a Chevy campaign with ZCDC through Goodby, Silverstein & Partners.

Slim is represented by Andrew Hall on the West Coast, Anya Zander and Emilia Ferreira of The House of Cards on the East Coast and Rich Newman in the Mid West.

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