



ON THE MOVE 01 October 2008

Moves this week at The Sweet Shop; HSI; Pulse Films; Tomboy Films; Looking Glass Films; Modernista! Amsterdam; Perfect Fools; Bluerock; Smoke & Mirrors; Stun Creative; Tool of North America; and Bang Music.

Bruce St. Clair signs to The Sweet Shop for global representation, excluding the Czech Republic, Spain and Germany. It's their second big directorial signing in weeks - David Gaddie also recently joined their roster. They also re-jig their US sales structure - Tracy Bernard & Associates now represent The Sweet Shop's American directors' roster in the Midwest. Meanwhile Dawn Goodburn, formerly owner of repping company Buzz Management, becomes in-house. She takes on the representation duties of The Sweet Shop directors' roster on an exclusive basis, handling the East Coast out of the company's New York office.

Looking Glass Films signs director Suzuya Bobo for exclusive US spot representation. This is her first commercial production affiliation. Most recently, Suzuya helmed a spec spot marking the on-screen debut of supermodel Cole Mohr (the face of Marc Jacobs' new campaign for men and women). The spot was co-produced by artist Natalie Rodgers, and shot in NYC's Lower East Side.

Jason Smith joins HSI for worldwide representation from Home Corp in London and Bob Industries in America. Recent work includes commercials for Audi, Nike, T-Mobile and Budweiser. His strong directorial style has earned him a reputation for innovative camera work coupled with sensitively handled storytelling. Smith's work for Sony Playstation with TBWA\London picked up multiple awards including two BTAAAs. Other awards include D&AD Pencils for British Army, BBC, Jeep and Cravendale.

Justin Kerrigan returns to Pulse Films after completing his latest feature film, the FIPRESCI Critics Award nominated 'I Know You Know, starring Robert Carlyle. Golden Hitchcock winner and BAFTA nominee Kerrigan, of seminal club culture movie Human Traffic fame, will go back to directing commercials and music videos through Pulse Films.

Gregory Rood, the director of the BBC's multi award-winning ad Perfect Day, signs to Tomboy Films after nearly a decade away from the UK and advertising. Rood, a founding partner of the creative design collective tomato and formerly on the roster of The Paul Weiland Film Company, returned to his native New Zealand nearly a decade ago and left the industry for family reasons.