

News

PEOPLE & PROJECTS

Looking Glass Adds Director Bobo

LOS ANGELES—Director Suzuya Bobo—who's gained a reputation for short and long-form film and web projects she has written, helmed and produced—has signed with Looking Glass Films, Los Angeles, for exclusive U.S. spot representation. This marks her first commercial production house affiliation.

Most recently, Bobo directed a spec spot marking the onscreen 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 New York's Lower East Side.

A CalArts accelerated grad alumna from Plano, Texas, Bobo has such current work on the Internet as *The Rory Story*, a reality series chronicling the adventures of recording artist Rory, as she records and tours to promote her EP entitled "Catch Me If You Can". The reality series can be



Suzuya Bobo

found on rorymusic.com.

June Guterman, Looking Glass' executive producer, believes the time is right for Suzuya's fresh take on advertising. "There's no need for Suzuya to unlearn or relearn the rules. The lines separating advertising, marketing, and branding have been erased and now well conceived content can

serve all three."

Bobo is also co-producer of One Brick Film's first feature entitled *A Woman Called Job*, for which she raised over half of the film's financing and directed the 2nd unit while on location in Cape Cod. The film is currently in postproduction.

Bobo got her podcasting start while working with Tikibartv.com and subsequently was profiled in a four-page *Vanity Fair* center foldout article entitled "Who Needs a Network?"

Bobo joins a Looking Glass Films' directorial roster comprised of David Mamet, David Nutter, Alek Keshishian, Alfonso Arau, Jean-Jacques Annaud, Steven Antin, Danny Boyle, Kerry Conran, Chad Einbinder, Renny Harlin, Anjelica Huston, Marc/Andy, Francine McDougall, Marine Panossian, Roman Polanski, Jay Roach, Chris Rock, Mark Simmons, and Cliff Watts.