



ON THE MOVE 17 September 2008

Moves this week at The Sweet Shop; HSI; Park Village; Film Construction; One Small Step; Love; Harvest; JWT Sydney; The Viral Factory; Mintz & Hoke; The Mill LA; Cut + Run; and Bluerock

Production company The Sweet Shop signs director David Gaddie for global representation. Aussie-born Gaddie has worked on commercials for brands including Heineken, Coca-Cola, Nissan, LG, Mastercard, Sony, Snickers and Mars.

The Viral Factory in North America appoints Olivier Katz as its new president. Katz has worked in the entertainment and advertising industry for 25 years, dealing with companies including AT&T, Exxon Mobile and PepsiCo.

Jason Smith signs up to HSI for worldwide directorial representation; he joins from Home Corp in the UK and Bob Industries in the USA. Smith has several awards from BTAA and D&AD to his name and recently worked on spots for Audi, Budweiser and Nike.

Park Village in London signs a trio of directors; Miles Wilkes and Andy Welch, formerly of Rokkit, and Matt Hollis, from Cattleprods. They will be focusing on the digital output at Park Village, and have recently worked with Honda, Barclays and O2.

Director Nick Ball joins Film Construction in Melbourne. Ball recently shot for Jeep and Fontera through Clemenger BBDO, and also screened his co-directed short film, How Much Do You Love Me? at the Palm Springs Film Festival.

One Small Step in London adds designer and director Justin Harder to their roster. Based in Venice Beach, he's directed for brands such as Coke, Budweiser and Footlocker.

London-based production company Love welcomes director Beverly Fortnum to their team. Fortnum joins from Wanted, and started life as a creative director working for Leo Burnett, Grey and Saatchi's. Her recent work includes spots for Lynx, Herbal Essences and Next.