

CV + AWARDS

JEFFREY LISK



ABOUT:

JEFFREY LISK was born in Hamburg, Germany and grew up in Lagos, Nigeria. Back in Germany he finished high school, absolved an apprenticeship in a print publishing company and later studied cultural sciences at the University of Luenburg. Lueneburg was his last resort, after being declined by Filmakademie Baden-Württemberg, HFF Munich and DFFB. What followed was a solid career in the emerging online industry of early 2000.

He was a core member in a tech start-up company, which went public in 2000. After the burst of the first tech bubble in 2002 he needed a career change. Together with his brother Dennis Lisk, a successful music artist, and other partners he founded a music publishing company, record label and artist management division under the roof of Warner Chappell Music.

Soon he began shooting music promos for his own artists. „And then it hit me: Finally I found something I was not only good at, but really developed a passion for“. Three years later he left the company to team up with Photographer and director Bernd Possardt. Together they have worked as an award winning directing duo for both acclaimed musical acts and international brands worldwide. Their work is characterized by feature-film-worthy action sequences, lively charac-



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ters and stunning special effects.

Some of Jeffrey's most memorable work has come for car manufacturers, including Audi, Chevrolet, Ferrari, Jaguar, Kia, Lamborghini, Maserati, Mercedes-Benz or Volkswagen. „Automotive still is what I love most“. But in the last years you can observe a more minimalistic, rather documentary approach in some of his work. „I enjoy the intimacy and agility that you can only achieve with a small set up and a handful of people on set“.

Immersive experiences, from VR to audiovisual installations, is what he wants to stick his teeth in next. Being a Star Trek fan since he was seven years old, he is convinced: „The so called ‚holo deck‘, an immersive holographic simulation within the Star Trek series, is right around the corner. 10 to 15 years from now, we will be able to experience something awfully close to a holo deck. Hopefully i will be somehow part of this new way of visual storytelling.“

FILMS AND AWARDS:

RENAUL CLIO RS „Attraction incl.“ ADC 2006. Award (Auszeichnung)

IKEA „Warte bis September“ Cannes Lions 2010

MERCEDES-BENZ „The Tunnel Experiment“ ADC 2010. Silver

LAMBORGHINI „The Art Of Speed“ ADC 2010. Award (Auszeichnung)

MERCEDES-BENZ „Park In“ NYF 2011. Silver

BECK'S BEER „Soundpils“ NYF 2018. Silver



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