

TAAMI SUMMERFIELD



I live for directing beauty work. I love making a woman as beautiful and confident as she can be. I'm obsessive about lighting and angles to achieve glowing skin and shining hair.

Although I care deeply about how women appear on the surface, I also appreciate that true beauty is much deeper than that. My other love is drawing performances from my actors that resonate with truth.

When I underpin a beauty commercial with strength of performance- rather than being fake and plastic- it communicates in a much more powerful way for the brand.

I make my actors feel at ease on set and gain their trust in my methods- whether they are new models wearing nothing in a shower with 40 film crew surrounding them, or seasoned celebrities often doing and saying things in TV ads that seem unnatural to them.

I enjoy working closely with clients. I never see their commercial needs in conflict with my "art", like many commercial directors. I view it as a whole, where everything has its place and everyone *can* get what they want. I want my work to sell as much as the client!

You can see this philosophy in my work for major brands like Lux, Vaseline, Ponds, Olay, Sunsilk, Rejoice and Head & Shoulders.

My love of beauty work was shaped by my early years growing up in the tiny Norwegian town of Dyfjord, above the Arctic circle. There is no sun in Winter for 6 weeks. It's horrible! But when the sun does return, the land and the faces of the people radiate.

I remember that light and aim to achieve that glow in my work.

And, I am happy to say that I am very at ease around women. I was the only boy in a family of 6 sisters and a strong single mother. I learnt early that every woman in my small village, despite her hardships, and the starkness of her life, loved nothing more than a good story around a fire and a little pampering to make her feel special.

I remember that the audience for your commercials has to feel the same way too.