



Hermann Lederle / Director

Biography

When directors Michael Bay, Mark Romanek, Paula Walker, Erik Ifergan and Phil Joanou wanted cutting-edge vision and state-of-the-art production design, they turned to Hermann Lederle. After years as a sought-after art director/production designer in commercials and music videos, Lederle has now brought the same unerringly innovative conceptual and visual style to directing.

Lederle left his native Germany to get a degree in film from the San Francisco Art Institute, and was soon the first choice for art director and creative collaborator to the top directors in commercial and music video production, thanks to his broad background in the fine arts, international sensibility and his technical understanding of film.

Now, after years of defining the next visual "cool" for others, Lederle has returned to directing himself. He recently finished a demo pilot for the factualized fiction series "Hollywood Road." He has directed commercials for AT&T, NFL/Seattle Seahawks, VoiceStream Wireless, Heineken and Bacardi Rum, to name a few.

Of his craft, Lederle says: "People tend to focus on the visual elegance of my work, for the way it reveals and intensifies the essential beauty within its realm. But I think what I actually do is tell stories - metaphorical stories set against an unexpected background, created from light and the energy that flows between people and their environments. I want to connect on a human level, transcending culture and style, and I am relentless in my drive to find the image which conveys the message."

Hermann Lederle Director Credits Partial List of Commercials

Bank RG Premier Bank 'Coffee Shop', 'Rain'
Agency: De La Cruz - Puerto Rico
Production: Paradiso Films - Puerto Rico

Bio Technology 'D.N.A.'
Agency: Blue Worldwide - New York
Production: Squeak Pictures - Los Angeles

Voicestream Wireless - Jamie Lee Curtis 'Eve', 'Cave Woman'
Agency: Publicis - Seattle
Production: Squeak Pictures - Los Angeles

NFL Seattle Seahawks 'Bulls'
Agency: Publicis - Seattle
Production: Metro Pictures USA - Los Angeles

NFL Seattle Seahawks 'Ferry'
Agency: Publicis - Seattle
Production: Tony K - Los Angeles

NFL Seattle Seahawks 'Tough Love', 'Training Camp'
Agency: Publicis - Seattle
Production: Squeak Pictures - Los Angeles

Maritime Museum 'Odyssey'
Agency: Big Bang Idea Engineering - Seattle
Production: Metro Pictures USA - Los Angeles

Utah Labor Commission 'Bacchus'
Agency: FJC&N - Salt Lake City
Production: Squeak Pictures - Los Angeles

AT&T 'Little Wings'
Agency: Young & Rubicam - Puerto Rico
Production: Paradiso Films - Puerto Rico

Bud Light Campaign 'Beach', 'Body', 'Limo', 'Alarm Clock'
Agency: Lopito, Ileana & Howie - Puerto Rico
Production: Paradiso Films - Puerto Rico

Coors Light Campaign 'Placita', 'Rock Climbing', 'Blackout'
Agency: FCB - Puerto Rico
Production: Paradiso Films - Puerto Rico

Bacardi Lemon 'Piscina'
Agency: Young & Rubicam - Puerto Rico
Production: Paradiso Films - Puerto Rico

Showtime Promo 'Rude Awakening'
Agency: Showtime Networks - New York
Production: Metro Pictures USA - Los Angeles

China Tourism 'Hearts on Fire'
Production: Blackbox Films - Los Angeles

**Hermann Lederle Production Designer Credits
Partial List of Commercials**

Budweiser 'Sound Check', 'Polar Bears'
Director: Michael Bay

Nissan Campaign
Director: Erik Ifergan

Coca Cola Campaign
Director: Paula Walker

Pepsi Nintendo
Director: Michael Bay

Budweiser 'Let the Games Begin'
Director: Osbert Parker

Acura 'Values'
Director: Paula Walker

United Airlines 'Tango'
Director: Paula Walker

Renault France
Director: Phil Joanou

Lycra Du Pont Campaign
Director: Paula Walker

Tiger Beer 'Elements'
Director: Paula Walker

Mercedes Benz Campaign
Director: Paula Walker

L'Oreal Campaign
Director: Larry Williams, Leslie Libman

Amaretto 'Passion'
Director: Paula Walker

Canon Andre Agassi Campaign
Director: Dariusz Wolski

Panasonic 'Man At His Best', 'Rain Forest'
Director: Larry Shiu

Caffe Latte 'Gas Station', 'Expresso Bar'
Director: Peggy Sirota

Gold Campaign
Director: Peter Kagan

Hermann Lederle Production Designer Credits
Partial List of Music Videos

Young Mc 'That's The Way Love Goes'
Director: Micheal Bay

Natalie Cole 'Unforgettable'
Director: Steve Barron

P.I.L. 'Don't Ask Me'
Director: Jesse Dylan

Madonna 'Love Don't Live Here Anymore!'
Director: Jean-Baptiste Mondino

Horse 'Careful'
Director: Erik Ifergan

Alice In Chains 'Again'
Director: Erik Ifergan

Tina Turner
Director: Paula Walker