

VITA

Leo Gorenstein
Director

I discovered my passion for comedy early on, starting as a scriptwriter for TV comedy shows.

After graduating from the prestigious WORDSHOP BBDO and New York Film Academy, I've built a successful career as an advertising director.

Working with top agencies like BBDO, Publicis, DDB, McCann, and many others I've collaborated with major brands including McDonald's, Pepsico, Visa, Adidas, and Volkswagen, among others.

What sets my work apart is the seamless integration of cutting-edge technology, such as AI and motion control, always with a focus on enhancing storytelling.

I believe in utilizing advanced tools not for spectacle alone, but to deepen the narrative and create emotional connections.

My projects consistently blend strong creative direction with technological innovation, ensuring that every campaign—whether in automotive, consumer goods, or tech—delivers both visual impact and a clear, resonant story.

By balancing creativity and practicality, I push the boundaries of what's possible in commercial filmmaking while always keeping the heart of the story at the forefront.

I strive to break free from the confines of a single genre, always aiming for a visual narrative that blends multiple subgenres into a cohesive, lightly eclectic experience for the viewer. My work spans several directions, exploring multi-layered storytelling and mixed media formats to navigate the evolving meta-reality of today's visual culture.

In the early stages of my career, I directed award-winning short films, and I remain passionate about documentary-style projects.

This approach allows me to uncover deeper truths, finding authenticity through hundreds of carefully considered takes.