

froehlich

MANAGEMENT

vita niels la croix

DIRECTOR

Niels' life is devoted to food. Whether it's Peruvian street food, 'whole hog' on a wood fire, helping his brother out with his food truck or savor an exquisite three star Michelin dinner. He just can't get enough.

As a former agency art director he's trained to see communication from the brand as well as the consumer point of view. He believes a good idea can only become valuable if the execution is spot on. That's why Niels is keen in creating films which feel as an exhilarating experience that reveals the true beauty of a product or brand. Whenever possible he uses non-conventional techniques, epic slow-motions, original point of views, realistic life action, overwhelming sound design and colour grading to maximize the suspense of the film. Niels brings food films to the next level. As he likes to say: 'visual storytelling, out of the box and in your face!'

Niels lives in the frisky city of Rotterdam, The Netherlands and is used to work around the globe. He runs Micro-Brewery 'Drift Brouwers' as a fun side project with of his best mates and travels a lot with his love and daughter to explore nature and local cuisine.

Brands where he has worked for include: McDonald's, Philips, Danone, Schweppes, Coop, Rama, Lidl, Knorr, Ferrero, Maggi, Senseo, Friesche Vlag, Charles & Alice and Old Amsterdam.