

**JYRI PASANEN** - Director

Jyri has extended his experience as a commercial film director over the last years. He worked with some well-known brands like Migros, Mc Donald's and Swiss Post what makes him a Swiss top act. With his great finesse in dealing with cast, crew and customers in combination with his refreshing Finnish sense of humor he is able to create a relaxed atmosphere at his sets without losing focus for the final product. Besides spending time on the set, Jyri also has experienced knowledge in the post-production area.

For Chocolat Frey he directed "Unicorn", a viral which has recieved over 1 million YouTube clicks , and was on the shortlist in Cannes 2009.