



LUKAS MAEDER – Director

Lukas Maeder, born in 1987 on Lake Zurich, has shown perseverance and persistence in many ways. As a photographer, he has evolved from taking snapshots of fellow skateboard aficionados to portraying some of the world's greatest pop stars for some of the world's largest media. As a director he is able to draw out the best of the people in front of the camera and make the story come alive. Strongly influenced by music and sports, he constantly updates his formula and experiments with his visual language, focusing on moving the story forward and letting his protagonists shine. To take the step from photography to moving images feels completely natural to him, because his approach is the same: to put himself in other people's shoes and to lead them to the point where they can show their full potential.

shining.ch/directors/lukas-maeder

lukasmaeder.ch

