

SAL BOUCHER

ART DIRECTOR – SASSY ART
Sydney and Melbourne

sydney agent : top techs management +612 99581611

email: salboucher@gmail.com

mobile 0418 229 822

SELECTED COMMERCIALS 2012 - 2009

commercials	production co	director
Mcdonalds – Lamb launch	finch film	nic finlayson
Hungry Jacks – eat ritcheous	jungle boys	trent o'donnel
Codral – gravity sick days	plaza film	paul middleditch
Allianz Insurance – aahhhh	playbig films	brendn fletcher
VB – ice & beer collide	plaza films	paul middleditch
Mazda – transformer	plaza films	nick robertson
Salvation Army Flood Installation	BWM advertising	agency direct
woolworths – easter guy grossi	playbig films	rey carlson
Origin Energy – sustainability	prodigy films	dael oats
P & O cruises	prodigy films	dael oats
Ryobi – chess & motorbike	brilliant films	abe forsythe
Tourism Australia	prodigy films	michael gracey
Take a Break – UK facilitation	prodigy films	ben sedley
Sony – brand socceros	prodigy films	matt palmer
So good – Delta Goodrem	prodigy films	gregor Jordan
ford 'territory' kids drawing	prodigy films	matt palmer
target 'colour my world'	prodigy films	dael oates
Telstra 'phone your mum'	prodigy films	gregor Jordan
Toyota Rav 4	prodigy films	tim bullock
Panasonic plasma	plaza films	paul middleditch
milo - active mind	prodigy films	dael oats
commonwealth bank	film construction	steve saussey
butter menthols	prodigy films	dael oats
heinz old favourites	film construction	steve saussey
anti ice campaign	brillant films	brendan young

SELECTED COMMERCIALS PRIOR TO 2008

commercials	production co	director
etrade USA	plaza films	paul middleditch
rta – road safe	plaza films	jon gwyther
anz falcon security	plaza films	paul middleditch
perpetual insurance	plaza films	jon gwyther
qantas – world cup	sweet shop N.Z	mark leaver (NZ)
hyundai – santa fe	sydney film co	josh baker

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SELECTED COMMERCIALS PRIOR TO 2007 CONT..

commercials	production co	director
olay – USA tvc	prodigy	tryan george (USA)
fosters – UK campaign	plaza films / HSI - L.A	paul middledich
head & shoulders – USA	prodigy	tryan george (USA)
coca cola zero	plaza films	paul middledich
capri sun – USA	film construct / uncle L.A	jason farrand (USA)
anz 'falcon' asia	plaza films (melb shoot)	paul middledich
xxxx – uk launch	plaza films (alice springs sht)	paul middleditch
panteen pro v	prodigy	tryan george (USA)
zwitseleven	prodigy (whitsundays/ b'hill)	oolie kruunger (DUTCH)
capri sun (usa)	prodigy / uncle L.A	jason farrand (USA)
panasonic – pso4i mobile	jasper drake / JAPAN	mr hisatomi (JAPAN)

INTERNATIONAL WORK	COUNTRY	DIRECTOR
hyundai 'gyroscope' (usa)	t minus 30 los angles	justin klarenbeck
c.d.w 'solutions' (canada)	t minus 30 –toronto	andrew becker
uunet-mci world (usa)	boxer film los angles	andrew becker
american express (syd)	g.m.d films u.s/france	oliver venturini
singtel 'caveman' (sing)	yarra films(singapore)	don barnard

I am a traditional art director. I love the opportunity to collaborate with great people & create visually enticing imagery. My joys and fortes include: models, vehicles, special fx, builds of any description, interior & exterior location cover ups, specialised product shots, and big location dresses. Turning Sydney into New York, Melbourne into Singapore and Bowen in far north Queensland into a Hawaiian luau village are just a few of the crazy things I have had the opportunity of creating for directors over the many years loving what I do best. I pride myself on keeping a professional, yet fun, well-oiled team and my diligence to the budget is as important as delivering the goods and seeing directors happy.