



Pet & Flo Directors

Peter Goeltenboth & Florian Giefer, otherwise known as pet&flo, are a Berlin based directing duo known for their visual trickery, in-camera effects, and stunning stop motion.

They both got to know each other while studying in London and soon got their start directing effects-driven music videos in the 00's. Since then they have been moving on to projects ranging from documentaries and live visuals to interactive web campaigns and international commercials.

Together, pet&flo have formed an aesthetic that is best described as hand-crafted, and this crafted style is most definitely a product of their hands-on work ethic. Not limited to just being stop motion wizards, pet&flo bring an in-depth knowledge of animation and post-production to every project and their versatility extends into working with motion control, projections, puppets, rube-goldberg devices, time-lapse, and the list goes on...

The German tag-team have directed projects for big brands like BMW, Nature Valley, Coca Cola and won several awards for their work including a Davey Award, an Effie Grand Prix, and a Silver World Medal from the New York Festivals. In 2015 their documentary „10 weeks of Sommer“ received a Special Culture Award the well-known German “Grimme Preis“.