



Ivo Minov
Director

Ivo Minov is an established commercial director based in London. Working between the UK, his home of Bulgaria and across Europe, he has crafted spots for Ikea, Guinness, Lidl, COS and the American Embassy in Bulgaria. He is a graduate of the London Film Academy, but his background is in journalism and theatre, which has informed his style – inquisitive, responsive, and based in realism and the search for full-blooded personalities. Yet, he loves to add a surprising twist or subtle bits of humour to his films.

On set, you would never see Ivo sitting down – he'd rather give the art department a hand in perfecting the set.

Ivo has always loved working with kids on camera, taking a playful documentary approach to capturing those unscripted moments that can elevate every script. As a real-life dad, he has learned to embrace the unpredictability of children and gently manage it (as well the importance of sleeping when you get the chance).

Ivo is also an award-winning shorts director and has had his films selected by the major festivals in Clermont-Ferrand, Glasgow, Sofia and Vilnius. He was recently shortlisted by Le Groupe Ouest's prestigious Less Is More platform to develop his feature debut.