



Pascal Heiduk
Director

Pascal Heiduk was born as a son of a sailor. He travelled the whole world before he was 6 years old. He believes that images are the most beautiful language that we have. After he bought his first camera when he was sixteen Pascal couldn't stop to capture the world. He began to study cinematography and switched to directing after basic studies.

His commercials have received numerous national and international awards including the Grand Austrian State Prize in Advertising, the Cresta Award, the CCA, a silver D&AD Pencil and an Art Director's Club Award, Germany.

Over the years Pascal has directed a unique range of talents such as Hugh Jackmann, Manuel Neuer, Jamie Oliver, The Sartorialist and a range of international Top Models. Known for his ability to inspire and work intimately with actors, his films have a natural but still very cinematic feeling with a strong atmosphere.

Since he received a Vimeo Staff Pick in the beginning of 2016, Pascal is regarded as one of the hottest talents in Europe right now. His authentic style in directing his actors and talents combined with beautiful car shots is a unique and best-selling tool for clients like Mercedes, Porsche, Nike, Bose, BMW and Lexus. Pascal lives in Los Angeles, works all over the world and has shot on every existing continent.

This is what inspires him: James Blake / John Cassavetes / Tumblr / Tokyo / Big Eyebrows / London / The Red Lantern / Paul Gore / Bon Iver / Beautiful Voices / Iceland / Abbey Lee Kershaw and Asian Food