



Niels La Croix
Director

Niels La Croix is an internationally renowned commercial director who believes that the difference between “just another film” and “a cinematic experience” lies in the smallest, most fragile moments: a look that lingers too long, a movement that feels unplanned, a detail that suddenly makes a world feel alive.

With a background as an agency art director and over a hundred commercials to his name, Niels has developed a distinct visual language that blends emotional authenticity with striking design precision. Often described as a hybrid director, he moves effortlessly between human storytelling and stylized cinematography, creating films that are both visceral, meticulously crafted and always out of the box.

His work spans international campaigns for brands like McDonald’s, KFC, Maggi, Almarai, Kaufland, and Burger King, always driven by a hunger for originality and a refusal to settle for the obvious. Whether working with actors, crafting surreal visual metaphors, or designing entire worlds from light and texture, he thrives on finding truth inside form and emotion inside structure.

Based in the Netherlands and working globally, Niels lives with his wife and two daughters. Outside of film, he channels his creativity into photography and cooking, disciplines that sharpen his eye for composition, timing and rhythm.

If his work stands for anything, it is this: great storytelling is not about perfection, but about instinct, the courage to capture something that feels real just before it slips away.