

Superlounge Signs Director Peter Kagan

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SANTA MONICA, Calif., March 01, 2013, --- Director Peter Kagan has joined production house Superlounge headed by co-founders, comedy director Jordan Brady and exec producer Dave Farrell. Known for his work with celebrities, Kagan recently completed two new commercial campaigns for Dannon out of Y&R, New York--one for Activia yogurt starring Jamie Lee Curtis, the other for Oikos Greek yogurt featuring John Stamos. Prior to coming aboard Superlounge, Kagan directed via his shop Streamlined.

Kagan has directed a diverse range of filmed content including hundreds of spots for a wide variety of clients, as well as music videos. He has won numerous awards for his work, including Clios, Addys, Effies, MTV Movie Awards, and Lions at the Cannes Advertising Festival. His groundbreaking spot (co-directed with Paula Greif) for Nike entitled "Revolution" was honored by its inclusion in the DGA's retrospective of commercial filmmaking at the Guild's "Celebration of Game-Changing in Commercial Direction" event in 2011.

"I take care interacting with people to evoke performance, whether with professional actors or not," said Kagan. "Creating an atmosphere, a sense of ease, even in the midst of pressing schedules, is one of the great challenges of our endeavor. That's the only way to explore possibilities comfortably." As for shooting celebrities, which Kagan does seamlessly, he reflects: "Celebrities are very aware now of their own brand, and how they want to appear and sound. Being a grown-up is helpful. I feel as if they entrust me with that responsibility, to properly integrate their brand within that of the client's. My job as a director I believe is to make on-camera talent feel as comfortable and secure as possible. If they trust me, they will provide the best performances possible."

Kagan joins a Superlounge directorial roster that includes Brady, Joe Schaak and Daniel Sheppard.

