

## JEANNETTE GODOY

"I like big butts and I cannot lie." We all know the song and may have even pondered which side of the 'exploitation of women in music videos' debate (if either) it supports. What we definitely didn't know until recently though, was that the now legendary 1992 video for Sir Mix-A-Lot's Baby Got Back would end up bringing us a top new talent in 2010. If there is such a thing as a traditional route into directing, Jeannette Godoy didn't take it. She does, however, believe her new career was probably destiny. "As my father says, I've always been very bossy, so it was bound to happen." Born in Riverside, California to an American mother and a Mexican father, she spent a colourful childhood taking in the diverse influences that her dad (an artist, urban planner and social activist heavily involved in the Chicano movement of the 70s) - brought into her world. "He was deep into music, art and

films. I soaked up all of that culture." After dropping out of UCLA to become a dancer, Godoy realised early on that, "At 5'3", I was not going to be the next hot music video babe. Nor did I want to be. I wanted to direct and choreograph the next hot music video babe." And that she did, her most infamous choreography being Baby Got Back, which she recalls fondly; "I was surprised by the controversy it generated, but it made the video hugely popular. And it was funny - tongue in cheek. Literally." The video's notoriety accelerated her career and she spent the next 18 years working internationally, choreographing A-listers and branching out into styling. But it was the collaboration with director Adam Bernstein on that video that sparked Godoy's ambition to direct, an ambition finally realised earlier this year when she got to direct the Spanish-speaking actors in a Mazda spot she was

styling. Bitten by the bug, she searched for a commercial to shoot and came across a spec spot for Bridgestone called A Boy and His Tyre, a story of a boy who befriends a car tyre and then, as a young man, meets a beautiful woman on the road in need of a puncture repair. They drive into the sunset thanks to his 'friend'. Godoy's objective was to make it "a sweet, romantic and memorable story. And it had to be beautiful." She certainly succeeded: "I had been in practical film school for my whole career thus far. Directing was incredibly exhilarating and felt totally natural to

me." Now signed to Superlounge in LA, her next project is a semi-autobiographical short called Tradición, about existing inbetween the Mexican and American cultures, and she's not stopping there. Her colourful background and life experiences leave plenty of material for the future. "I would love to shoot a spot in an amazing location like Prague or Dubrovnik, incorporating fashion and dance. That would be the perfect marriage of all of my previous experience. And, of course, my long-term goal is to direct a feature. I have stories

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## new directing talent

