

Jordan Brady and Dave Farrell Debut Superlounge

[Superlounge](#) is a new production company launched by Director [Jordan Brady](#) and Executive Producer [Dave Farrell](#). The two have collaborated on and off since 2000. "After making great spots together for a decade, becoming partners in Superlounge just felt right," says Farrell, who has been an executive producer in the commercial business for fifteen years.

In addition to Brady, Superlounge features the talents of AICP Show honoree [David Neham](#) and the visual stylings of [Jeannette Godoy](#). Individually, the Superlounge directors have collaborated with agencies such as Crispin, Porter + Bogusky, The Richards Group, Leo Burnett, DDB, Carmichael Lynch, McKinney and others.

Brady and Farrell developed Superlounge after teaming on a [Shrek](#) commercial for DreamWorks and McDonald's via DDB earlier this year. The duo also produced and directed an integrated campaign for [Avery](#) labels through Doner, Irvine and the current [Big O Tire](#) campaign with Kansas City-based agency Barkley.

Brady's talent for directing comedy performance can be seen in the hundreds of commercials he's created for leading agencies and brands. His work has been recognized with honors from such competitions as the AICP Show, the Clios and the AAF's Addy Awards. The director began his career as a stand-up comic, later translating that experience to a directing career working with the famous, infamous and undiscovered comedic talent.

"[I Am Comic](#)," Brady's insightful and humorous feature film, looks at the world of stand-up comedy and features interviews with Sarah Silverman, Kathy Griffin, Tim Allen, Louis C.K., Rosanne Barr and over 80 more comics. The film premiered at Slamdance 2010, screened on Showtime and is touring festivals, art house theaters and specialty venues while concurrently being released to DVD. "I Am Comic" is Brady's fifth full-length feature film.

The company's inaugural signing is director David Neham, whose work includes the AICP Show-honored Tide "[Have Fun](#)" spec spot (co-directed with Trevor McMahan), featuring a riotous, slow-motion food fight. Neham has also directed a series of visual effects-intensive viral PSAs for [Seventh Generation](#) and Carmichael Lynch, as well as a series of anti-drug PSAs for [abovetheinfluence.com](#) (also co-directed with McMahan).

Jeannette Godoy comes to directing via choreography and styling, giving rise to work that exemplifies attention to detail: a refined blend of style and substance. As choreographer, Godoy has contributed to numerous features and music videos, including the classic Sir Mix-A-Lot video "Baby Got Back."

Farrell has produced hundreds of spots all over the world, working with a wide range of directors and agencies. In addition to Cannes Lion, Clio and AICP award-winning spots, he also produced one of the most successful virals of all time, the "[I Feel Great](#)" comedy parody spot for Nutrigrain.

Superlounge is currently producing a Brady-helmed commercial featuring a roster of nationally known comedians, filmed before a live audience at the Laugh Factory on the Sunset Strip. In addition to spot work, the company is in development with cable networks to produce original programming. Naturally, Superlounge's first project is a short film series on next generation stand-up comedians.

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Comedy director Jordan Brady has opened Superlounge with EP Dave Farrell.