

ANORAK

# FRANÇOIS ROUSSELET



François Rousselet is one of the most creative forces in music videos and commercials today.

His career began in 2007 with promos for French electro label Ed Banger Records with artists like Justice and Kavinsky, amongst others. He has since collaborated with some of the world's top musical minds including Kanye West, Madonna, The Rolling Stones, Pharrell Williams, Depeche Mode, Snoop Dogg and Jack White. His work in music videos won him MTV Awards, World Music Awards, D&AD Awards, Clios as well as a Grammy nomination. Namely, "Cash In, Cash Out" - his ground-breaking stop-motion music video for Pharrell - dominated across Music Video and Animation categories; taking home a Black Pencil at D&AD, two golds at Cannes, the Grand Prix and 2 golds at CICLOPE, a gold Clio, 4 UKVMA's and Best Music Video at AICP.

His work for the German Road Safety Council - a tense thriller that called on the German public to simply slow down - was awarded across Direction, Cinematography and Color-Grading at London International, Shots, New York Festivals and Eurobest.

François resides in London.

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