

Biography

Director

Hinrich Pflug

Germany



Atmospheric vignettes with a focus on simple, subtle in-camera techniques lend a special stamp to all of his projects.

Hinrich works in a world of juxtaposition with an ability to capture intimate performances against fast-paced, vivid urban backdrops or modernist characters in sublime, timeless landscapes. His maverick, visual storytelling has garnered him some future- forward work.

Most recently, two groundbreaking spots for the launch of the New Beetle shot primarily in the dark, An estrogen, adrenaline driven racetrack ride for GTI an exploration of personality through street scenes for Audi A6 and an interactive piece for Sprite, pairing skateboarding with an unique etherial tone.



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