

froehlich

MANAGEMENT

vita joel honeywell

DIRECTOR OF PHOTOGRAPHY

"I approach each project with the principles to give each one, a unique identity, through the use of light, space, and movement. I don't like to employ technical rules, what's important is... truth... if the director and I believe the feeling is right, we should go with that. We should never feel bigger than the script, we should never be in the way of the performance or the art, we simply capture what is beautiful and share its message." - joel honeywell

As a dynamic cinematographer with a signature style, Joel Honeywell, came from humble beginnings - growing up in urban South London, he developed an eye for art and photography. In 2011, graduating from the prestigious Arts University of Bournemouth where he obtained a BA in Film Production, Joel, had stepped into his career, drawing towards cinematography. Starting off as a camera trainee and assistant on set for films such as 'The Mummy' and 'King Arthur: Legend of the Sword'. He quickly upgraded to focus puller and then in turn a successful Director of Photography. He explored other on and offset departments, to grasp and understand the individual aspects of their crafts, as a means to benefit his approach. Moving forward he quickly applied these experiences, training, and hunger to be involved in photographic storytelling - this quickly pushed him in the larger circles of the film industry.

Most Recently, Joel has completed Channel4 Drama 'BBW' part of the On The Edge Series, and is linked to several upcoming narrative projects. He has completed various high-profile projects in the short form, documentary and narrative fields. Short films like Koby Adoms 'Haircut', which is now being expanded into a Feature film, and Savanah Leafs 'The Ayes Ave it', an honest poetic piece exploring ones place in the world as person of mixed heritage - which went viral, and then onto to be best cinematography nominated at the renowned Kinsale Festival. Other notables include multi- award nominated shorts - including for cinematography - for Remi Laudats 'Mi o Leku', and Akinola Davies Jrs 'One Day...'

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Joel was commissioned for a 30-minute documentary for YouTube Artist Spotlight: BurnaBoy alongside director Maceo Frost, shooting on a plethora of formats, film and digital, which he describes as a form of reportage photography. It went onto win a Golden Clio and a 1pointfour award, and currently is in the running for a Golden Arrow award.

As of now he is currently attached to several other ongoing documentary projects.

Other works include commercials for known brands, Nike, Adidas, and Vogue as well as award winning music promos for breakthrough musicians like Stormzy, Obongjayar, Jorja Smith, & established like Danny Brown, Will-I-Am... Joel is in high demand, for his bold and honest use of light, colour, mixed formats and distinctive framing.