

froehlich

MANAGEMENT

vita pascal schröder

YOUNG DIRECTOR

Pascal studied film directing (Master of Arts) at the renowned Hamburg Media School and his short films have been shown at over 50 international film festivals worldwide. His graduation film "Monster" won the audience award at the ISFVF in Beijing. The young director has a vast experience in advertising having worked for clients such as Fielmann, Otto, Jobware, comdirect bank and HRS. In 2016, he designed and directed the Home2Go remarketing campaign and won the European Performance Marketing Award with the spots.

Pascal uses strong character castings and lively storytelling to create the feel of 'real moments'. The audience is captivated with sympathetic characters in unconventional settings and cinematic images. Thus, a scenery is created, where the spectator becomes a participant in the action.

His past films show precise execution, perfect timing and feel so authentic, they could be real. He is certain that this honest craftsmanship collaborated with strong characters and lively storytelling are the most important ingredients to create an experience that durably bonds the audience to a stunning story.