



BEATRICE PEGARD

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Beatrice Pegard is a French–Australian writer and director whose work is as colourful as the experiences she brings to it. With a background in academia, she holds an MA and a PhD in Political and Environmental Sciences and worked in climate change research before studying creative writing. With a keen interest in choreography, art direction, and CG, she went on to attend the *National Institute of Dramatic Art* and the *Sydney Film School*—forming a vibrant mix of influences that spans surrealism, nostalgia, and comedy.

She has directed commercials for global brands including *IKEA*, *American Express*, *Toyota*, and *H&M*, as well as music videos for artists such as *Midnight Juggernauts*, *M. Ward*, *Grizzly Bear*, and *Parcels*.

Her distinctive style has garnered numerous nominations and awards at festivals and showcases including *Ciclope*, *1.4.*, the *ABC Triple J Awards*, the *British Film Institute's BUG Festival* in London, and the *Berlin Music Video Awards*. Her work has also been recognized in publications such as the *Papercraft series*, *Vogue*, and *Rolling Stone*.

Drawing on her academic background, Beatrice is a strong advocate for sustainable filmmaking and provides green toolkits focused on reducing carbon footprints, promoting sustainable production practices, and minimizing waste. She is based in Paris.

CLIENTS

IKEA
American Express
Toyota
H&M
SeLogger

INSTAGRAM

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