

CARL SUNDEMO

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Carl Sundemo's work has been described as '*stupid ideas presented in a serious way.*' Over the years, he has developed an obsessive interest in how carefully crafted film worlds can be used in unusual ways. His films often play with familiar genres and tropes in advertising and narrative storytelling, to great comedic effect.

A graduate of ad school in Sweden, Carl moved straight into directing commercials. His ongoing interest in story development has since earned him a position on the board of the *Screenwriter Program* at the *Higher Vocational Education* in Sweden.

Over the course of his career, he has worked with agencies including *Wieden+Kennedy*, *CALLEN*, *CP+B*, *Virtue*, *Carmichael Lynch*, *Social Club Paris*, *FCB*, *Saatchi & Saatchi*, *SMFB*, and *BBDO*. Hopefully, he hasn't damaged the reputation of too many of the brands he's worked with – such as *Liquid Death*, *Betty Crocker*, *Bush's Baked Beans*, *LG*, *KIA*, *Milka*, *Deliveroo* and *Comedy Central*, to name a few.

CLIENTS

Deliveroo
Priceline
Hot Tub
Umenet
Freedom Solar Power

INSTAGRAM

@carlsundemo



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