

LUCRECIA

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Lucrecia is a four-time *UKMVA* nominee, including a nod for Best Director and a win for Best Pop Newcomer. Originally from Buenos Aires, she studied photography in London, where she also discovered her passion for moving images. Her unique style—characterized by hyper-real aesthetics, strong characters, and vividly crafted worlds—has become a signature in both her photography and film work.

Her bold narratives and distinctive visuals have earned her recognition across the commercial and music industries, with accolades from *Kinsale Shark*, *Creative Circle*, *1.4 Awards*, and the *UKMVAs*. Her work has also been honored at the *Cannes YDAs* and *Ciclope*, cementing her as a dynamic force in contemporary filmmaking and visual storytelling.

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