

# LUCRECIA

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Lucrecia is an Argentine-British filmmaker, photographer and creative director. Originally from Buenos Aires, she studied photography in London, where she developed a distinct visual language before moving into film.

Her work is driven by instinct, emotional intensity, and cinematic execution—prioritising raw performance and vulnerability over surface aesthetics. She is drawn to the moments where control fractures, capturing characters in states of exposure, contradiction, and emotional truth.

Working across narrative, music videos, and commercial campaigns, Lucrecia brings a cinematic sensibility to every frame. A four-time UKMVA nominee, including a nod for Best New Director and a win for Best Pop Newcomer, her projects have also been recognised at Kinsale Shark, Creative Circle, 1.4 Awards, Cannes YDAs, and Ciclope—reflecting a body of work that balances striking execution with a deep, human core.

## CLIENTS

Bibigo  
Coca-Cola  
LGBTQ Foundation  
Oxfam

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