

CARL SUNDEMO

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Carl Sundemo is a Swedish director known for sophisticated, meticulously crafted films built on deceptively stupid ideas. Rooted in a distinctly Scandinavian sensibility, Sundemo's films balance visual minimalism with deadpan humor and surreal escalation. Controlled frames, grounded performances, and an unwavering tone, even when the concept borders on ridiculous. That tension between seriousness and absurdity is where his work lives.

He has directed campaigns for brands including Skittles, Liquid Death, HotelTonight, and Deliveroo, bringing a refined visual language to ideas that might otherwise feel chaotic or throwaway. By treating comedy with rigor and craft, Sundemo elevates the simplest concepts into striking, memorable pieces.

At the core of his directing philosophy is a belief that ambition doesn't require complexity, only commitment.

CLIENTS

Deliveroo
Skittles
HotelTonight
Liquid Death

INSTAGRAM

@carlsundemo



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Original
Skittles
Gummies

ZAUERBERG

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