

SHOOT®

THE LEADING **NEWSWEEKLY** FOR COMMERCIAL, INTERACTIVE, & BRANDED CONTENT PRODUCTION

5th ANNUAL NEW DIRECTORS SHOWCASE



Jeff Aron Lable
Naturalmarket.com's
"Birth" (spec spot)

How did you get into directing?

I was studying painting and music in college, until I took a film class. Once I realized that directing combined all the things I loved, I couldn't imagine doing anything else.

Why do you want to direct commercials?

Because we get to turn the world into one big game of tag, have dogs come out of people's mouths, tattoo kids' foreheads, sing and dance about PMS, and destroy The Gap.

What is your most recent spot project?

I am getting ready to shoot some spots and a viral campaign for Gearbox--a cool, new sporting goods company.

What is the best part of being a director?

Getting to create my own little vision of the world for the day.

