



**Sonder
Directors-Duo**

SONDER is a Berlin-based directing duo comprised of Sascha and Vladimir.

Their work is rooted in calm authenticity that unites warm nostalgia with a modern attitude. With individual ideas and a common goal, they are inspired by the ordinary, the everyday, the seemingly mundane. Their eyes are set on real people, while focusing on the various nuances that make life special: a gentle touch, a tender smile, a warm feeling. They create vast images in ordinary spaces, capture intimate looks and genuine moments, while telling stories of a larger world, like peeking through a keyhole into reality.

Since 2017, they've been working successfully for clients like Red Bull, Seat, Coca-Cola, Telekom, McDonald's, IKEA and ESPN.