



**Alberto Blanco**  
Director

**Alberto Blanco was born in Barcelona in 1980. After graduating at Barcelona's ESCAC, he attended an intensive writing workshop at the Escuela de Cine de San Antonio de los Baños(Cuba) and earned a degree in Film Direction at the Tisch School of the Arts in New York.**

**Slick, elegant and cinematographic, Alberto's work is a masterclass in car and sports commercials direction. He drives the perfect line between the cool, the fun and the spectacular. A formula that has proven a winning model with agencies such as DDB, The &Partnership or Saatchi and Saatchi.**

**And with a background in documentaries, including the award-winning Criterioh (screened at more than 30 international festivals) Alberto often infuses his films with a distinct authenticity that is rare for the genre. He has helmed commercials for numerous premium brands such as Audi, VW, Toyota, Lexus, Red Bull or Gatorade.**

**In 2023 Alberto won Best Commercial of the Year at the International Motor Film Awards in London with his film The Shoot for Toyota.**

**In 2024 Volkswagen has chosen Alberto not only to direct but to also to be the face of the European campaign for the new VW Golf model.**

**Alberto works around the world, and his strong portfolio has established himself as one of the top directors around for shooting both cars and sports.**