



James Lawes
Director

James Lawes absolutely loves telling stories!

Known for his emotive, visceral films and his ability to draw strong performances from both actors and non-actors alike, his style blends authenticity with the sometimes otherworldly.

Through his distinctive mix of in-camera visual effects and a highly considered, cinematic approach, he aims to bring a touch of the unexpected to the everyday. His work has consistently won awards at Cannes, EvCom, and the New York Film Festival, including Best Charity Film three times, Best Industry Newcomer, and Best Director twice.

After graduating from the New York Film Academy, he directed a series of idents for ITV that won the Cobra Vision Film Festival. This not only earned him a year's supply of beer but also an introduction to the London Borough Film Funding board, which subsequently funded his debut short, Lady Macbeth.

Since then, he has worked in both the UK and around the world on a range of projects—including commercials, music promos, short films, TV shows, and documentaries—always striving to create a memorable and thought-provoking connection between audience and subject.

His previous clients include Renault, McDonald's, Cancer Research UK, Nature Valley, Sainsbury's Bank, RBS, Halifax, EDF, Meningitis Now, Accenture, B&Q, Canon, the Ministry of Defence, Royal Mail, Pfizer, Age UK, and Lexus, to name a few.