



RICHARD FARMER

During the last days of 2008 Richard Farmer joined Green Dot Films. Having just wrapped his 32nd project in a little over two years things are definitely working. The work includes spots for Amour; Target, Vitamin Water; EA, Subway, Kahlua, Playboy TV and Gillette via agencies such as BBDO NY, Droga5, Leo Burnett and PMH. Richard has also written and directed a controversial short film entitled, "Under God" which is currently making the rounds on the festival circuit.

In 2002 Richard started directing as half of the directing team HAPPY. They were named Best New Director at Cannes in 2002, and were included in the Saatchi New Directors Showcase. Creativity Magazine labeled HAPPY among the Top 25 Directors for four years running.

Over their career, HAPPY amassed a wide body of work including commercials, music videos, and short films. They directed films for such clients as Mini Cooper; Ikea, Coca Cola, Sprite, Virgin Mobile, Playstation, Bacardi, Skittles, Egg, Wrigley's, Brawny, Bud Light, and Nike/Foot Locker; as well as music videos for Adam Freeland, David Gray and Gnarl's Barkley.

HAPPY won two categories in the 2008 MTV Video Music Award's for "Best Choreography" and "Best Art Direction" for Gnarl's Barkley's "Run", even though it was originally banned due to a controversial visual effect called moiré. The video featured Justin Timberlake performing dance moves from Richard's favorite 90's music videos on a fictitious dance show called City Vibiñ.

In 2006, their groundbreaking short film "Jane Lloyd" won Best Short Film at the London Film Festival and Malibu International Film Festival...while the premiere of their second short film "Green", commissioned by Adidas for the AdiColor short film showcase, garnered multiple millions of Apple iTunes downloads.

Richard's love of film and storytelling can be tracked back to his childhood, growing up a rancher's kid on the plains of Oklahoma where he dreamed of becoming a filmmaker. After college he lived in Prague, London and Seattle and worked on indie films and videos from the ground up. Upon making it to Los Angeles in 1998, he worked as an Agency Producer for 3 years at Ground Zero Advertising. He then went on to produce for Mindfield, a production, editorial, and animation company for commercial television and music videos. ●