



Arctic Bleu Directors-Duo

Arctic Bleu is an award-winning directing duo from Düsseldorf, Germany, comprising Adrian German Koch and Johannes Tschepe. With academic backgrounds in film, animation, and communication design, they specialize in crafting commercials, music videos, and short films that are distinguished by unconventional perspectives, compelling visual compositions, and nuanced effects. Their work is characterized by a clear visual language that seamlessly integrates design, film, and animation into emotionally resonant and technically precise narratives. Prioritizing storytelling, they utilize technology as a tool to enhance emotion and style without overshadowing the core message.

Arctic Bleu has developed and directed campaigns for esteemed brands such as Porsche, Nike, Mercedes, Volkswagen, Henkel, Lufthansa, and Allianz. Their directing style is authentic and humorous, consistently aligning with each brand's visual identity. With a keen sense for fashion and cinematography, they stage genuine moments and amplify them through powerful animations in post-production. Their short films and music videos have been showcased at prestigious film festivals in New York, Paris, and Berlin, underscoring their ability to successfully execute both commercial and artistic projects.