

ANORAK

JARA MORAVEC



Jara Moravec, born and raised in Prague, Czech Republic, discovered his passion for visual storytelling while exploring the outskirts of the city on his BMX bike during his teenage years. After immersing himself in photography classes and graduating school, Jara moved to London, where he kickstarted his directing career. Subsequently relocating to Berlin for five years, Jara continued to refine his craft, experimenting with photography, film, music, light installations, and performance art to carve out his unique artistic voice.

Now based in Prague, Jara has cemented himself as an international filmmaker, crafting campaigns for brands such as Adidas, Amazon, Samsung, and OnePlus. His work, spanning across music videos, commercials, and personal projects, is distinguished by his specific style of visual narration, blending deadbeat humor with unconventional camera techniques. Jara's dedication to evoking goosebumps and spine-tingling sensations both on set and in the edit is a testament to his relentless pursuit of capturing the extraordinary in the ordinary, propelling him forward in his quest to create captivating and immersive cinematic experiences.

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