

ANORAK

# ROGER GUÀRDIA



Roger Guàrdia is a commercial, music video and fashion film director with a distinctive style that seeks to breathe fresh air and a new perspective into any concept. His often sensorial and atmospheric works are innovated first and foremost by the story, and by the artist or brand behind the name. With Roger's approach, a subject matter becomes visual poetry with a modern aesthetic and a truly unique view – always begging the question, how can I present this topic in a way that it hasn't been seen before?

Roger started developing his style in the Spanish underground, making music videos for the burgeoning artists around him. He brought his curiosity for cinema and ambitions to hone his technique with him to New York City, where he's been based in since.

Working with labels like Sony Music, Warp, and Captured Tracks, his music videos for artists like ROSALÍA, Battles, Bad Gyal and Mourn, have garnered him nominations for top awards including the UKMVAs. He's also worked with major brands like Nike, UNICEF, Converse and Adidas, as well as progressive fashion houses like Stella McCartney and Hood By Air.

In 2021, Roger directed a visual experience for Zara Origins based on the track "Avril 14th" by one of his long-standing inspirations, Aphex Twin. The work builds a crescendo both cinematically and musically towards a full-orchestral moment within a swimming pool centre, alongside a myriad of models dressed in the new line. The film was awarded and nominated at CICLOPE, Webby Awards, Berlin Commercial, BFFF (Berlin Fashion Film festival), CANIFFF (Canadian International fashion film festival), 1.4 Awards, Fashion Film Festival Milano and many more. His film for Hood By Air, presented by Anonymous Club, was a techno-dystopic intersection between fashion, art and music - marking a new beginning for the avant-garde streetwear brand.

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