



Director Enda McCallion Joins The Traveling Picture Show Company

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Commercial and feature film director Enda McCallion has signed with The Traveling Picture Show Company (TPSC) for exclusive representation in the United States. McCallion, who was born in Northern Ireland but has spent most of his [career](#) in the U.S., is known worldwide for a highly inventive visual storytelling style that draws on cutting edge visual effects, classic film techniques and a sharp sense of humor. He is the recipient of three D&AD Awards for outstanding direction as well as Clio, Cannes and DGA awards.

McCallion said he was attracted to TPSC by its business model which encompasses both advertising and entertainment media. "I did my research and I really like what they've got going," he said. "I like the energy Kevin, Marie and Chris bring to it," he adds, referring to CEO Kevin Matusow, executive producer Marie Soto and partner/director Chris Woods. "It reminds me of Ritts Hayden, the company where I began my American career."

McCallion also notes that he was impressed that the company features in-house post production services, including visual effects through acclaimed boutique provider Unit Zero VFX. "I like the fact that we can do pre-production, production and post all within the same walls," he says.

Soto describes McCallion as a major talent whose creative skills and ambitions perfectly align with what TPSC looks for in a director. "We are a very director-based company," Soto observes. "Our intent is to keep a small roster of multi-dimensional directors and to support them with world-class resources so that they can explore their interests in many areas."

McCallion, who initially trained as a fine artist, began his directing career in London. His first spot, for men's underwear maker Brass Monkey, won a Bronze British Advertising Award. He later gained international acclaim for Judderman, a spot for Bacardi's Metz brand

and London agency HHCL & Partners, that was inspired by early cinema and shot entirely with a hand-cranked camera.

McCallion moved to the United States in 2001 and began a highly successful run with Los Angeles-based Ritts Hayden. He later joined Epoch Films, which represented him both in the U.S. and the U.K. Most recently, he was represented by Great Guns. Along the way, he has directed work for such brands as McDonald's, General Motors, Opel, Renault, Coca Cola, Bank of Ireland, Nestea, Fanta and Citroen. Most recently, he directed a series of sports-oriented ads for the cable channel Versus.

McCallion made his feature debut with Hit and Run, which was released in 2009 by MGM. He currently has a second film in development.

Among McCallion's better known work is a spot promoting television coverage of golf's Ryder Cup. Produced on an epic scale, the spot shows crowds gathering, at first a few dozen, later thousands, in cities all over the world. "We shot that spot all over the world, but it was all done in four days," McCallion recalls. "I shoot very fast."

"It was a very heavy post spot, but it doesn't look like post," he adds. "I like to use post production, but I try to integrate it early to make it look like there is no post at all. I wanted people to look at that spot and wonder, 'Wow, where did all the people come from?'"

About Traveling Picture Show Company

The Traveling Picture Show Company is an award-winning production company located at 1531 N. Cahuenga Blvd. Los Angeles, CA 90028. TPSC intends to carve out a new path by being an agile, market-driven competitor in the ever-evolving world of commercials, interactive and digital media production. TPSC delivers fresh and innovative content in a team-oriented, collaborative setting, offering clients the highest level of creativity without sacrifice. Backed by over 30 years of combined experience, TPSC is built to challenge the current establishment and stand apart as a major player in the industry.

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