



Kei uehara

Film Director

Kei started working for MTV Japan in 1997, after winning an award in the MTV StationID contest the previous year. He also worked for P.I.C.S before becoming a freelancer.

During this period he was involved with the making of adverts and music clips, with his role ranging from visual direction to art direction, creating motion graphics and music scores. His high reputation comes from creating videos that make viewers feel the sound. He won the Asian Television Technical & Creative Award for Best Direction in 2003. He then joined KOO-KI in 2012.

"Tomorrow begins", the PR video he directed to promote Tokyo as a host to 2020 Olympics, won K-ADC Members Prize for Movie, Digital Communication in 2013. In 2015, his work "Sporting Spirit", one of the largest scale projection mapping works in Japan, was exhibited at TOKYO BIG SIGHT. In recent years, he has won several awards both in and outside of Japan, including the Gold Medal at FUKUOKA AD ASSOCIATION PRIZE, LIA and Telly Awards for Web Movie with "KA·TA·O·RI·HA" a celebratory film made for Hakata-Ori textile's 777th anniversary. Uehara seeks to keep breaking the boundaries in visual art, going beyond screens.

AWARDS

-Music video "Jiyu ni aruite aishite"
/Asia Engineer
★The Asian Television Technical & Creative Awards(2003)
/Best Art Direction
★Edinburgh International Film Festival
/Special Entry

-Music video "UN ROCKSTAR"
/ORANGE RANGE
★Edinburgh International Film Festival
/Special Entry

-Short film "Japan. Tomorrow starts here."
/Japanese Cabinet Office
★featured in Lürzer's Archive Vol. 6/2012

-"Tomorrow begins"
/ Tokyo's candidacy for the Olympic Games in 2020
★ K-ADC AWARD (2013)
/Members Prize for Movie, Digital Communication

-"KA TA O RI HA"
/Celebratory film made for Hakata-Ori textiles' 777th anniversary
★FUKUOKA AD ASSOCIATION PRIZE for Web Movie/GOLD
★TOP SHORTS (JUNE 2019)
/Best Microfilm
★TOP SHORTS (JUNE 2019)
/Best Commercial
★SHORT to the Point (JUNE 2019)
/BEST MINI SHORT
★rolling idears/WINNER
★Moondance International Film Festival /SHORT FILM WINNERS
★London International Awards (2019)
/FINALIST
★Telly Awards 2020
/Craft:Directing Gold
★Telly Awards 2020
/General:Fashion&Lifestyle Gold
★Telly Awards 2020
/General:Branding Silver



"KA · TA · O · RI · HA"

PV
Hakata-ori Textile Industrial Association



"The Greatest Showman"

PV
20th Century Fox



DRY ZERO SPARK" Nomitai Shunkan"

TVad
Asahi Breweries, Ltd.



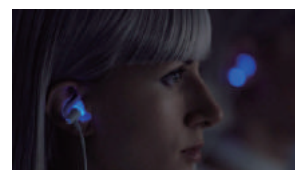
YAKULT 400 LT
"INTESTINAL REVOLUTION 21"

Web ads
Yakult



"Biodegradation Solution"

TVads
Kaneka



PHV [driving the piano]

PV
TOYOTA



"Tomarimasu Button-san"

Web ad
Nishi-Nippon Railroad Co., Ltd.



"Teacher Teacher"

Music Video
AKB48



TOKYO2020 "Tomorrow begins"

PV
The Tokyo 2020 Bid Committee