



## MICHAEL LOCKSHIN

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### **Seriouslyfetish.com: Seriouslyfetish**

"Inspiration comes from simply observing," Michael Lockshin states quite intuitively. Born and bred in post-communist Moscow, he also spent time in the USA. "I think even back then these opposites made me see that life in both empires were surreal," he adds.

Lockshin's MA degree in Philosophy and Psychology may explain his pensive disposition. The combination of social studies with a well-defined creative streak — he has worked as film critic, photographer and AD on commercials since graduating in 2003 — perhaps makes it easier to understand the man behind the dark and mysterious short that was directed for Russian production company Fetish Films.

Lockshin and Moscow-based Fetish first came across each other four years ago. "I worked as an assistant director while I was in college," he explains.

"I ended up working with Fetish again when they were doing the production service for a Smirnoff spot through London-based Stink."

This assistant directorial work led to Lockshin being offered a test commercial last December, and now Fetish represents him internationally.

"Fetish hoped the Seriouslyfetish series could show Russian clients a different type of advertising," he explains. "I think Russian commercials will develop rapidly in the near future and there are so many authentic Russian ideas that advertising hasn't explored."

**Fetish Film, Moscow**

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