



**Brett Richards** is a director and founder of the boutique design and production house Brokendoll (<http://www.brokendoll.com>) in Stockholm, Sweden.

Brett graduated from Flinders University with a combined degree in Film and Philosophy in 1998. He worked as senior designer at the Academy Award-winning VFX powerhouse Rising Sun Pictures (<http://www.rsp.com.au>) until he moved to Sweden for love at the end of 1999. From 2000-2001 Brett was creative director at Scandinavia's first "screen media" agency incorporating all major screen platform from web to mobile to TV. Besides leading the creative team, Brett's main focus was in directing the strategic rebranding of TV channels including the long running and award-winning package for Kanal 5 Sweden.

In 2001, Brett joined Visual Art (<http://www.visualart.se>) as Creative Director and launched their internationally successful film and design department and worked there for four years directing commercials, promos and TV graphics packages.

After traveling home to Australia for some serious diving and a little freelancing, Brett returned to Sweden in 2006 and started Brokendoll. Today, Brokendoll is a highly successful design and production boutique serving the advertising and TV industries. Brokendoll produces, designs and directs commercials, online content, channel graphics packages, TV show branding and trailer campaigns.

Brett leads the creative team at Brokendoll and works as a commercial director and Smoke artist. As a director, his style is extremely visual with a sense of design-infused storytelling. With such a strong back ground in VFX and motion graphics, Brett is always interested in pushing the boundaries of technology in the service of the story and freely combines, 2D, 3D, matte paintings and in-camera effects in his work.

Brett has received numerous awards and nominations including, FWA site of the day for Diesel Jeans campaign site, and most recently two silvers and a bronze at Promax NYC in 2011.

Brokendoll works for agencies such as DDB, Draft FCB, Grey Worldwide; TV stations including TV 4, Kanal 5, SVT, TV3 Viasat and TV1000 and has representation in Australia and the US.