

Gregory Lemkin – Biography

Gregory Lemkin was born in New Jersey.

Upon graduating from Brown University, Gregory attempted to get as far from New Jersey as possible. Luckily, he received a nifty scholarship and managed to get to the graduate school at Tokyo University.

Realizing he had little future as a Japanese academician and that he looked dorky in a kimono, Gregory left the ivory tower and wandered the streets of Tokyo. Eventually he wandered into the monolithic Dentsu Film Corporation. As amusing as it was to be the first foreign employee in a company of over a thousand people, Gregory was soon lured to cutting-edge creative boutique TYO and quickly rose to producer status, supervising early Japanese HDTV projects and over 50 commercials for clients such as Honda, Nissan, Pioneer, Coors, Asahi Beer, and the Japanese bullet train (Japan Railways).

In 1990, he returned to the U.S. to work as assistant producer on the feature film Iron Maze (Bridget Fonda; Oliver Stone, Exec Producer), shepherding the project from initial story treatments through dramatic competition at the Sundance Film Festival.

In 1993, Gregory was enticed by tidy cubicle and a fat expense account to advertising agency Asatsu/BBDO where he served as agency producer. After producing several international projects, Gregory was partnered with an agency client and formed SAI Softworks, upon which some really great guys in Japan sent over two million dollars in venture capital. SAI pioneered the use of motion capture in the video game and multimedia industries. However, in late 1995, the parent company went belly up and Gregory found himself on the street yet again.

In 1996, Gregory established a new company (Tribe Digital Entertainment) to pursue commercial directing. At Tribe, Gregory and cohorts blended early desktop digital work with good old-fashioned filmmaking. Projects for clients such as Adidas, Altavista, Sprint Pioneer, Universal Creative, and Honeywell soon followed.

Gregory's commercial work is characterized by quirky, comedic story telling. His DV filmmaking and 24p HD work has been covered in publications such as Film and Video, Creativity, Post, DV Magazine, and Director's World and he is regularly asked to speak on panels for Apple Computer, AFI, Canon, Sony and DV Expo.

Gregory is represented for commercials exclusively through Ocean Park Pictures (Santa Monica, California).

Director Credits

Broadcast Commercials (select):

Microsoft	X-Box Controller	The Object
Sony On-Line	Everquest	The Heroes Within
Nintendo	GCA-GBA Cable	Connected
Adidas	Image spot	One on One
Digidance	Film Festival spot	Kick it Around
LA Independent Film Festival	Film Festival Spot	The Vision

Music Videos:

Powder	Adore Me
Powder	Seat of My Pants
M. Yamaguchi	Rain (Japan)

Short Films

- Tokyo: Spirit of Changing Times distributed worldwide by Hypnotic Inc.
- Get Connected Nintendo Branded Entertainment Film

Awards

- Truby Writer's Studio - Grand Prize Screenwriting Contest Grand Prize
- DV Magazine - Media Master Award
- Digidance Film Festival 2001, Frontier Award (Best new Director)
- Telly Awards 2001, 2003