



# anais la rocca

DIRECTOR

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Anais La Rocca's work pulses with an instinctual magic, blending the real with the emotionally charged. Her work, both raw and delicate, weaves nostalgia with vivid characters, uncovering the magic in the quotidian. She excels in capturing a timeless elegance with a guttural and unfiltered heart. She revels in collaborating with actors, dancers, and non-traditional talent, carefully curating those who best embody the spirit and essence of the vision.

Anais' writing has appeared in The New York Times Modern Love Column, as episodic content for Apple+ TV, and campaigns for clients ranging from new tech to high fashion. Her essay, The Search for the Lochness-Mom-ster gives a witty account of the truths around being the most elusive of industry's players: a working director and mom.

Anais' career started by authoring a campaign for Jay-Z, alongside legendary director Anthony Mandler. Over the past decade, she's continued forging her path, writing and directing projects for high-profile brands like Cartier, Neiman Marcus, and Google, as well as creating award-winning content for top artists, including the Grammy-winning Skrillex & Diplo. Her commercial, "Sundae Manifesto," snagged a People's Choice Award at the 2017 Webby Awards, and her film "Good Bones" earned an International Motion Arts Award, among other honors. Recognized for her expertise, she served as a judge for the 2020 One Show's Moving Image Craft category and was spotlighted in SHOOT DGA's 2018 New Directors Showcase.

Anais was born in New York to American artists and Italian antique dealers. She has lived her life between Rome and New York, her heart shaped by ancient stones and new skylines.