

Saville productions

Melany Ismail

South African-born commercials director, Melany Ismail abandoned her film studies to move to London and take her chances on the industry there, managed to land right on her feet at a “little” company called MPC, maybe you’ve heard of it. She shot effects elements for the commercials of Glazer, Planchon, Bond – you probably haven’t heard of them. This is where she was introduced to commercials and “the industry” and so upon her return to South Africa, she approached its top commercials production company, started out as a creative researcher, a gateway job to directing, and set out to thoroughly learn the craft and more so develop her voice and aesthetic. Needless to say the first commercials she would direct would win an award. Mel has a recognisable flair for visually engaging storytelling, as well as a knack for crafting unforgettably captivating characters that everyone can relate to driven by her desire to give underrepresented people a platform. Often thought of as a performance director because of how she portray people, but Mel makes use of all her cinematic tools to tell a story and convey a feeling. The industry has changed tremendously but it is her experience in advertising, having worked alongside and learned from the top directors at the top of the game - that is invaluable when she takes on a job.



Please see the link below to watch Melany’s reel:

<https://wdrv.it/9cc5ae26c>