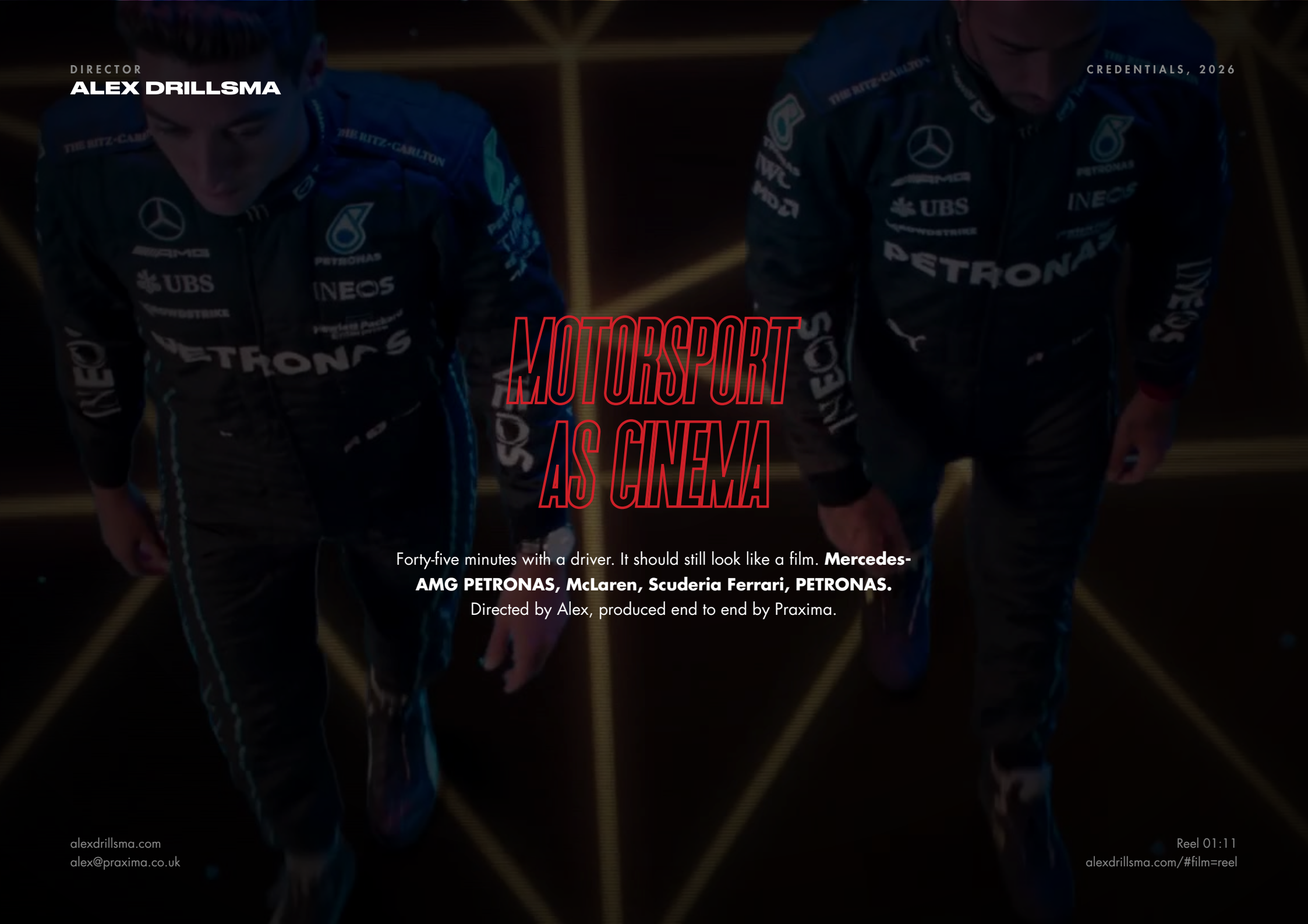


MOTORSPORT AS CINEMA

Forty-five minutes with a driver. It should still look like a film. **Mercedes-AMG PETRONAS, McLaren, Scuderia Ferrari, PETRONAS.**
Directed by Alex, produced end to end by Praxima.

alexdrillsma.com
alex@praxima.co.uk

Reel 01:11
alexdrillsma.com/#film=reel

SELECTED WORK

EIGHT FILMS

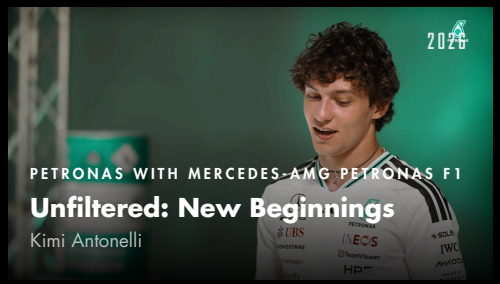
EVERY FILM PLAYS AT ALEXDRILLSMA.COM



AKKODIS WITH MERCEDES-AMG PETRONAS F1

Making Incredible Happen

Lewis Hamilton, George Russell



PETRONAS WITH MERCEDES-AMG PETRONAS F1

Unfiltered: New Beginnings

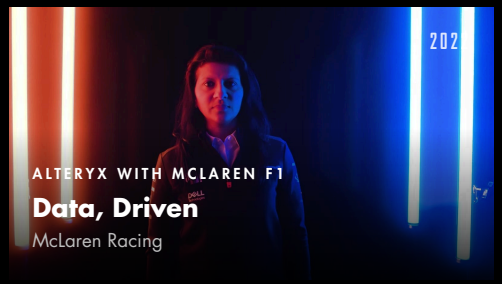
Kimi Antonelli



UPS WITH SCUDERIA FERRARI

Special Delivery

Sebastian Vettel, Kimi Räikkönen



ALTERYX WITH MCLAREN F1

Data, Driven

McLaren Racing



MERCEDES-AMG PETRONAS F1 WITH PETRONAS

Legacy

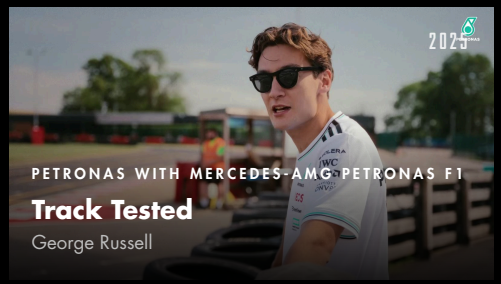
Lewis Hamilton



ALTERYX WITH MCLAREN F1

Lando Norris

For CNBC, at the McLaren Technology Centre



PETRONAS WITH MERCEDES-AMG PETRONAS F1

Track Tested

George Russell



CASTROL WITH AUDI REVOLUT F1

Skid Pan

Gabriel Bortoleto · First AD, DIT and car camera rigs

DRIVERS DIRECTED ON CAMERA

HAMILTON · VERSTAPPEN · RUSSELL · NORRIS · LECLERC · VETTEL · BUTTON · ANTONELLI · BORTOLETO · HULKENBERG ·

PARTNERS

MERCEDES–AMG PETRONAS · MCLAREN · SCUDERIA FERRARI · PETRONAS · UPS · CHANDON · ALTERYX · AKKODIS · DXC · AMAZON · CASTROL · LEICA ·

MOTORSPORT DIRECTOR, MORE THAN A DECADE INSIDE FORMULA 1.

Alex Drillsma is a UK motorsport and automotive director making brand films, commercials and driver portraits for Formula 1 teams and the partners who sponsor them: Mercedes-AMG PETRONAS, McLaren and Scuderia Ferrari, with PETRONAS, Akkodis, Alteryx, DXC Technology, UPS and Chandon. Outside the paddock: Leica, Amazon and Chandon.

Before directing he was an editor and motion designer, which is why the narrative gets built on the day rather than rescued afterwards. He is based in West Sussex, an hour from London, shoots across Europe and the Formula 1 calendar, and works through Praxima, the production company he co-owns.

WHEN THEY WALK IN, THE DAY IS ALREADY MADE.

Camera moves are built and rehearsed before the driver arrives. Lighting is set for the shot, not the room. Their time goes into performance, not waiting. A visually dull location is a problem already solved, and the edit is in his head before the first slate.

REGISTERS
Brand film, driver portrait, comedy and character

SPECIALISM
Formula 1 and motorsport; also endurance, sim racing, automotive

KIT, IN HOUSE
ALEXA 35, Cooke anamorphic, Zeiss Master Primes



COMMISSION

Got a brief? Send it over. A short outline is enough to start: the brand, the deliverables, the talent, rough dates and locations, and a budget range. Same-day reply.

ALEX@PRAXIMA.CO.UK

Through Praxima: development, crew, kit and post under one roof.
Director only: through your agency or production company. Representation: direct.

Praxima Ltd, East Grinstead, West Sussex. 020 8185 0813. alexdrillsma.com