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Industry Mourns Director Bruce Nadel

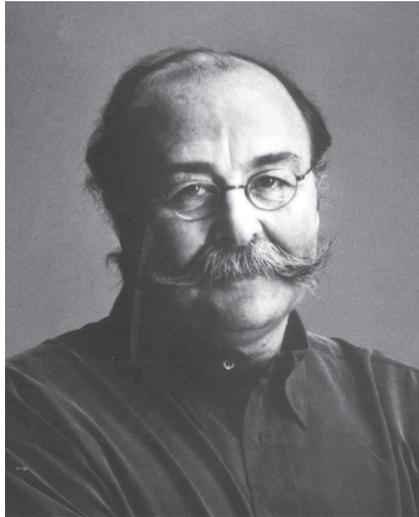
By Robert Goldrich

NEW YORK—Director Bruce Nadel, whose distinctive, innovative style in food/tabletop and live action cinematography made a major mark on the advertising industry, died on Nov. 8 after a lengthy battle with stomach cancer. He was 60.

Nadel remained active despite the illness, recently directing jobs for Folger's via Saatchi & Saatchi, New York, and Enova cooking oil out of Chicago Creative Partnership. He then completed callbacks on a job—for Publix supermarkets—the day before he was admitted to the hospital for the last time.

During his 25 years as a director, Nadel worked stateside and internationally, turning out commercials for leading brands like McDonald's, Sears and *The New York Times*. He created enduring images, including his European work for Absolut Vodka, and stateside fare such as Nutrasweet's "Gumball." The latter, out of TBWA/Chiat/Day, New York, was honored in the tabletop category of the Association of Independent Commercial Producers (AICP) Show, as were other Nadel-helmed ads.

Nadel developed a lush visual style that relied on beautiful surfaces, rich textures, sophisticated propping and a unique fluid camera technique. His intellect and experimental outlook drove his creative thinking. He brought tremendous energy and passion to his work. Nadel had a major hand



in helping to elevate the beauty and sensuality of food to an art form. He influenced numerous artisans in the commercialmaking community.

Nadel took an atypical route to being a noted tabletop director. He started out in the business as a freelance producer. It was a five-week project with the late director Elbert Budin, whom Nadel described as "granddaddy of tabletop," that began what turned out to be a 10-year tenure with Budin's New York studio, Ampersand. The first eight of those years, Nadel produced for Budin. The last two, Nadel began directing projects.

Director Nadel then went out on his own, joining the former Cooper, Dennis & Hirsh in New York. After two and a half years there, he and executive producer Bob Ramos launched Nadel Productions, and its successor shop, OneSuch Films, where Nadel worked for a collective

18 years.

After OneSuch closed its doors in 2002, Nadel and his exec producer there, Rick Katzen, went on to form Nadel Productions—which later linked with bicoastal Cohn+Co. for national representation under the banner Nadel@Cohn+Co.

The Nadel shop remains open under the aegis of Katzen, who noted that Nadel's family would like to see the company bearing the director's name continue Bruce Nadel's legacy. The production house features directors Ben Dolphin and Bret Wills.

The aforementioned Publix ad that Nadel started is slated to be completed by director Charlie Cole, who's on loan from Cohn+Co., and DP John Hunter, who was a right-hand person to Nadel.

Katzen described Nadel as "a giant...He was the biggest guy in the room but with no ego. He was very inclusive, shooting in a collaborative way, always open to suggestions. He left a huge imprint personally and professionally."

Nadel is survived by his wife of 32 years, Arlene; his mother Miriam "Micky" Nadel; his brother, Dr. Scott Nadel; his five children, Ben, Emily, Zoe, Dr. Erik Cohen and Ari Cohen; and three grandchildren, Max, Gabrielle and Sofia.

In lieu of flowers, the family requests that donations be made to cancer awareness, prevention or treatment charities.