

Freelance Director / Photographer / Creative Director
TBWA Media Arts Lab / Apple
Coca Cola
Canon
Patron Tequila
Argon 18 Bikes
Republic of Taiwan

HUMUNCULUS Founder / Creative Director
Apple Computer
Infiniti
Acura
Toyota
Sony Playstation 2
Iams
Gateway
Adidas
Disney
Nickelodeon/MTV
Warner Music Group
William Morris Agency
Harman International
Lionsgate Films
Los Angeles Film Festival
MGM Grand, Las Vegas
Yogaworks
UrbanDaddy/Belvedere
Shell
Ford
Gensler/City of Calgary
Dramatico Records/Jem
Callaway Golf
Rugrats

Freelance Creative Director
Infiniti
Sony Playstation
Sony Playstation 2
XM Satellite Radio
Pocari Sweat
IDA
Southwest Airlines
Weather Channel
Warner Music Group
Game Show Network
Fox Kids

Gadget School, Inc. Founder / Creative Director
Apple Computer
Taco Bell
FX Network
Fox
ABC
NBC
UPN
Disney
Intel
Kinko's
Joyride Snowboards
Warner Bros. Records
Reprise Records
Grey Advertising
TBWA\Chiat\Day

Freelance Motion Graphics Designer
Apple Computer (PowerPC)
BMW
Hallmark
UPN

525 Post, Inc. Motion Graphics Designer
Miller Brewing Company
Kraft

Fine Art Fabricator, Cinematographer, Photographer
Katy Schimert
Michael Joaquin Grey
Kip Fulbeck

UCSB Digital Media Lab Instructor

UC Santa Barbara
Art Studio BA

SCI-ARC
Architecture

UC Santa Barbara
Biochemistry

2011
2010
2009
2008
2007
2006
2005
2004
2003
2002
2001
2000
1999
1998
1997
1996
1995
1994
1993
1992
1991
1990
1989
1988
1987

2011
2010
2009
2008
2007
2006
2005
2004
2003
2002
2001
2000
1999
1998
1997
1996
1995
1994
1993
1992
1991
1990
1989
1988
1987

Anish Kapoor "Leviathan"
Photographer, writer, "Leviathan" for Fathom in Paris

Coca Cola
Creative director, DP and co-director on the animated spot for Storyworks.

Apple / Media Arts Lab
Freelance creative director at Media Arts Lab, helped develop concepts for Apple's iPad campaign.

Re-Branding The City of Calgary
Director and photographer for a series of photofilms and portraits of prominent Calgarians for Gensler's re-branding effort. The work was called "emotional and very human, painting a dynamic vision of the city."

Acura
Creative director and animator on Acura's first ever end tag, worldwide, for RPA/LA.

Toyota
Director, "Anthem," :60 for Saatchi NY. The spot was a mix of 2D, 3D, and traditional cell animation. Saatchi said, "It's whimsical, emotional, handmade and shiny all at the same time!"

BIG Magazine
Photographer for the cover and editorial content of Big Magazine's Issue #51, "Technology."

Rugrats
Executive producer on a musical, multi-spot promo campaign for Nickelodeon which combined 10 singing kids, actors in Rugrats suits on a desert island, and palm trees cut from the neighborhood in Venice.

Humunculus
Founder and Director / Creative Director at Humunculus. Created a network of talented people and developed a media studio with diverse capabilities. Tailored the company for clients who were requesting creative support at the earliest phases of their campaign process. Directed, produced and executed successful, emotionally engaging campaigns in all media for clients like Apple, Toyota, Acura, Shell, and Playstation.

Gadget School
Founded Gadget School, one of the very first motion graphics studios. Directed and produced award winning spots and music videos. Beta-tested hardware and software, helping developers of Final Cut Pro, Combustion, After Effects, Cinema 4D and Pinnacle hone their products on nationally airing commercials. Clients included Taco Bell, Energizer, Apple, ABC, NBC, Warner Bros. Records.

Apple
Designed and animated Apple's end tags for its Power PC campaign, "Power is Macintosh."

525 Post
Created 525's first ever TV spot made entirely on the Mac.

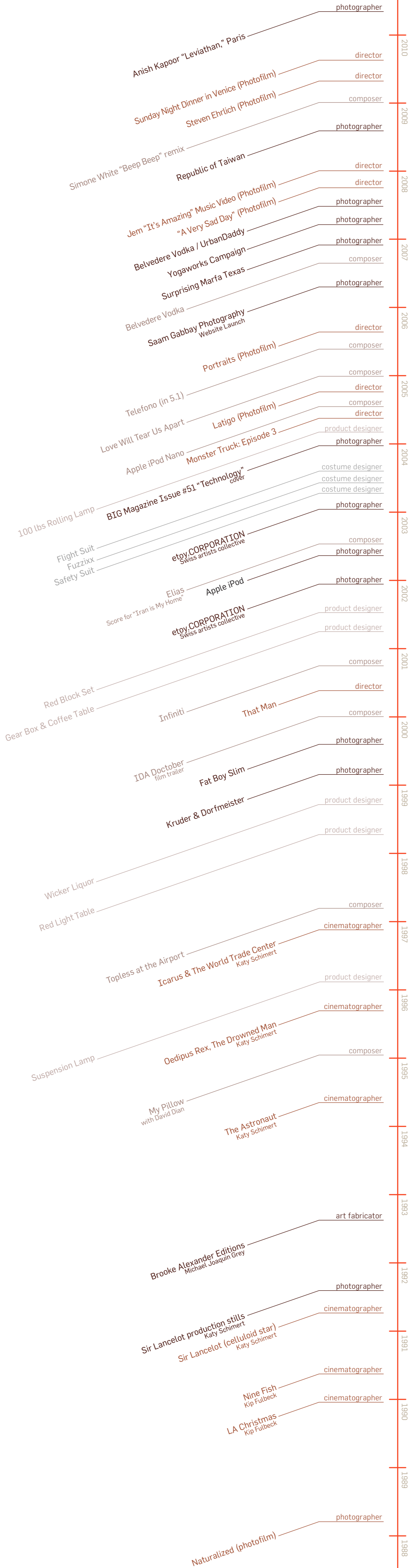
Katy Schimert
Cinematographer and photographer for New York artist Katy Schimert. The work shot for Katy has been shown at the Tate Modern, MoCA, The Whitney Museum of American Art, in Art Forum and Flash Art and museums and galleries worldwide.

Brooke Alexander Editions
Art fabricator for New York artist and inventor Michael Joaquin Grey. Created an edition of 500 prints mounted on 1500 lbs of aluminum.

UCSB Digital Media Lab
Helped found the Art Studio Digital Media Lab in 1992. Advised on equipping the lab and instructed students and faculty.

Photofilms
Created a photofilm using 450 slides and rapidly dissolving, synchronized projectors. It was about becoming an American.

SCI ARC
Freshman project was selected as top three in design studio.



I've known and worked with Saam for over 10 years. On behalf of my clients, he has created stunning digital design, composed fresh original music, pulled off impossible photo shoots, and lent unique insights to strategic brainstorming sessions.

But more than any of those individual skills, what I appreciate most about this Swiss Army knife of creative directors is the spirit he brings to projects. The best ideas only find life in the right atmosphere, and Saam's combination of openness, contrariness, curiosity and unlimited energy always help nurture that.

In short, good stuff happens when Saam is in the mix.

Eric Grunbaum

Executive Creative Director, Apple
TBWA\Media Arts Lab

I met Saam Gabbay for the first time in the Pacific Ocean about ten years ago: at around the four foot deep mark. I'd say this unusual approach is really quite normal for Saam.

He has a voracious appetite for discovering new things and ideas, and surrounding himself with the questions that matter in life. Sometimes these are highly scientific and sometimes purely artistic, making his range exceptional: he is what one calls a Renaissance man.

This inclination is hugely valuable in the 21st Century as our times mirror the radical transformations that occurred in the 15th Century and focus on the rediscovery of what human potential means. We have worked together in recent times on both photography for the ad agency JWT in New York and in Visioning Sessions for the new KCRW radio station building in Santa Monica. Each occasion has been a delight.

Clive Wilkinson, AIA, RIBA

President and Design Director
Clive Wilkinson Architects

Saam has captured the spirit of our working culture and environment. He did this with charm, humor and talent.

Steven Ehrlich, FAIA, RIBA

Design Principal
Ehrlich Architects

Having Saam on my team ensures several things – strategically sound thinking, emotionally potent creative, and problem solving on every level. My most current project with Saam is a re-branding initiative for the City of Calgary. With Saam's adept storytelling abilities, we not only pitched and won the project, we are now helping Calgary tell its own story in a powerful and compelling way.

Specifically, I tasked him with telling the story of a city. Saam responded by employing a "photofilm" technique. What was brilliant about this is that it drew the viewer into the story with a series of very intimate and human details – a hand gesturing, a dancer's worn slippers or a knowing smile. Pausing and holding on select moments allowed the story to unfold in a very real and authentic way. The result was a strong emotional connection to a City that few really know.

Russell Banks

Creative Director
Gensler

Working with Saam Gabbay over the years has always been an enlightening experience. He brings so much more than simple design to any project. He brings a design philosophy, a work strategy with a well guided team, a fully researched and intuitive approach that only comes from years of experience which most certainly elevates any concept to its highest level of appropriateness. He's the Gandhi of creativity!

Steve Reiss

Producer

The best word to describe working with Saam is "effortless." You spend an afternoon with this incredibly smart and funny guy, and leave with disc full of amazing photos.

Being photographed by Saam brought to mind some of the masters I've been lucky enough to work with, in that his is lit flawlessly and he has the very rare ability to make you feel like the most beautiful person on the planet.

Suzanne Lanza

Actress and Model
Victoria's Secret, Vogue, Elle

Saam Gabbay is one of those creatives that you go to when you need a new perspective... it seems I can plug him into any situation. He and I have worked together for years on a variety of projects. He's a very interesting fellow.

John Beug

Senior VP of Video / A&R
Rhino Entertainment / Warner Music Group

I come to Saam when I need leadership, creative vision and absolute reliability in process and execution—and he's never failed to over deliver on all three.

In our most recent project together, UD was looking for a personality and talent to match the amazing personalities that we were interviewing—and we got just that on every level.

We must have watched the final product over 100 times—the result was unique, visually stunning and most importantly, a business success for all involved.

Lance Broumand

CEO
UrbanDaddy

Mitrtech is an enterprise software company serving Fortune 1000 companies and government agencies.

Mitrtech's company brand and identity have largely been unchanged since our founding 23 years ago, and the logo and brand were showing their age. Having previously engaged Saam Gabbay's services on a film project, as well as being personally very familiar with his sense of aesthetics, design, vision, and ability to execute, I knew I could trust him again to re-brand our company.

From the onset, I was very impressed by Saam's personal attention to ensuring that everyone understands and agrees on the objectives of the new brand before embarking on any design work. He has a natural ability to uncover what our desired outcomes should accomplish. This attention to detail and initial investment proved to be very valuable.

Our final delivery – the new brand and logo – has been a great success with all stakeholders and has brought new energy into the company. Upon launching the new brand, several employees came to me and shared their pride and enthusiasm in the new identity. Our partners, too, have commented that the new brand represents our strengths much better than before.

Saam successfully developed a new brand that evokes trust, maturity, and innovation while providing continuity with the company history. I look forward to engaging Saam again soon on new projects.

Afshin Behnia

CEO
Mitrtech

Whenever I need a lightning bolt of ideas and creativity, I call Saam. He is far out and still so in touch with humanity—I can always count on him for an innovative point of view—it's so refreshing!

Tess Bethune

Worldwide Director of Creative Recruitment
TBWA\Media Arts Lab.

I have watched the film several times already. It is incredibly insightful and captures the culture of our office beautifully. This is a piece that I (and likely everyone else who works here) will look back upon as they go through life as having encapsulated a really very special moment in time.

Even I have seen the office anew, with all its beautiful textures, smiles and warmth. Ehrlich Architects it is a special place to work. You have created a truly deserving piece that captures our essence. Thank you.

Mathew Chaney, AIA, LEED AP, DBIA

Associate
Ehrlich Architects