

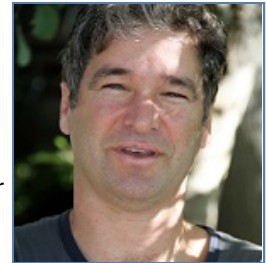


**News :: Bully Pictures Signs Director Michael Shapiro**

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**Bully Pictures Signs Director Michael Shapiro**

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Michael Shapiro

**MARINA DEL REY, Calif.**, September 01, 2010, --- Director Michael Shapiro has joined **Bully Pictures** for exclusive U.S. representation. He has already wrapped his first job at Bully, a Home Depot campaign for **The Richards Group**, Dallas.

Shapiro has directed assorted commercials over the years, spanning such brands as Nike, Energizer, Bank of America and AT&T. His past production house affiliations include **Space Program**, **GO Film** (which he joined at its inception), **Cucoloris Films** and the then **Tate & Partners** (now **Tate USA**).

Early in his career, he directed fashion work for such brands as **New Balance**, **Bill Blass** and **Guess Jeans**. More recently, he has focused on lifestyle and talent-driven work. For the new Home Depot campaign, he shot scores of naturalistic vignettes of people performing home improvement tasks. "The point was to show people at work," Shapiro related. "It's not play and it's not typically commercially 'acted.' My task was to find the right tone, which is always the challenge—it's about taste and finding the right style to get the mood across."

Shapiro's talent for drawing engaging and realistic performances from actors also extends to longer form fare. He has directed episodes of **CSI: Crime Scene Investigation** and **Soldier of Fortune**. Shapiro also recently helmed pilots for **Comedy Central** and **Spike TV**, and is now in pre-pro on his first feature, a romantic comedy titled **Opposites Attract**.

Bully is under the aegis of executive producer **Jason Forest**, who launched the TV commercial/Internet viral/short film/branded content company in 2004. Shapiro joins a Bully directorial roster that includes **Fredrik Callinggard**, **Gaute Hesthagen**, **Daniel Kaufman**, **Christian Lyngbye**, **Franco Marinelli**, **Jeroen Mol**, and **Craig Tanimoto**.

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