



AWARDS

-“KA TA O RI HA”
/Celebratory film made for
Hakata-Ori textiles' 777th
anniversary
★FUKUOKA AD ASSOCIATION PRIZE for
Web Movie/GOLD
★TOP SHORTS (JUNE 2019)
/Best Microfilm
★TOP SHORTS (JUNE 2019)
/Best Commercial
★SHORT to the Point (JUNE 2019)
/BEST MINI SHORT
★rolling ideas/WINNER
★Moondance International Film Festival
/SHORT FILM WINNERS
★London International Awards (2019)
/FINALIST
★Telly Awards 2020
/Craft:Directing Gold
★Telly Awards 2020
/General:Fashion&Lifestyle Gold
★Telly Awards 2020
/General:Branding Silver

-“Tomorrow begins”
/ Tokyo's candidacy for the
Olympic Games in 2020
★ K-ADC AWARD (2013)
/Members Prize for Movie, Digital
Communication

-Short film “Japan. Tomorrow
starts here.”
/Japanese Cabinet Office
★ featured in Lürzer's Archive Vol. 6/2012

-Music video “UN ROCKSTAR”
/ORANGE RANGE
★Edinburgh International Film Festival
/Special Entry

-Music video “Jiyu ni aruite aishite”
/Asia Engineer
★The Asian Television Technical & Creative
Awards(2003)
/Best Art Direction
★Edinburgh International Film Festival
/Special Entry

Kei uehara

Film Director

Kei started working for MTV Japan in 1997, after winning an award in the MTV Station ID Contest the previous year. He also worked for P.I.C.S before becoming a freelancer.

During this period he was involved with the making of adverts and music clips, with his role ranging from visual direction to art direction, creating motion graphics and music scores. His high reputation comes from creating videos that make viewers feel the sound. He won the Asian Television Technical & Creative Award for Best Direction in 2003. He then joined KOO-KI in 2012.

“Tomorrow begins”, the PR video he directed to promote Tokyo as a host to 2020 Olympics, won K-ADC Members Prize for Movie, Digital Communication in 2013. In 2015, his work “Sporting Spirit”, one of the largest scale projection mapping works in Japan, was exhibited at TOKYO BIG SIGHT. Uehara seeks to keep breaking the boundaries in visual art, going beyond screens. In recent years, he has won several awards both in and outside Japan, including the Gold Medal at FUKUOKA AD ASSOCIATION PRIZE, LIA and Telly Awards for Web Movie with “KA・TA・O・RI・HA” a celebratory film made for Hakata-Ori textile's 777th anniversary. Directed the opening Movie for The Netflix Series “Sanctuary” (release date: May 4, 2023). It garnered attention alongside the popularity of the main drama.



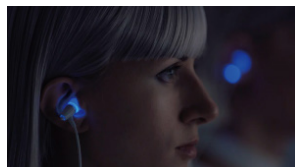
“Sanctuary”

Opening Movie/title back
Netflix Japan



TOKYO2020 “Tomorrow begins”

PV
The Tokyo 2020 Bid Committee



PHV [driving the piano]

PV
TOYOTA



“Lowest price”

TVads
Rakuten Mobile, Inc.



“KA・TA・O・RI・HA”

PV
Hakata-ori Textile Industrial Association



“Teacher Teacher”

Music Video
AKB48



“The Greatest Showman”

PV
20th Century Fox



“Sakura Mochitto Donuts”

TVads
Mister Donut



“Forest of Home Appliances”

TVads
EDION Corporation



“Q10 yogurt”

TVads
Kaneka