



**GERARD PIRES**  
**Director**  
**12 FILMS, 400 ADS**

He commonly started his career as director with several short films before directing his first long movie called *Erotissimo* in 1968. In 1971, he directed his second movie, *Fantasia chez les ploucs*.

Later adapting a dark TV show into a movie : *L'ordinateur des pompes funèbres*, then he shoot the comedy *Elle court, elle court la banlieue* before switching with *L'Agression*, a drama with Catherine Deneuve. In 1975, he's directing *Attention les yeux*, a movie about the pornographic world.

After *L'entourloupe*, because of a dramatic motorbike accident in the early 80s, Gerard Pirès put his career aside before coming back through advertisement.

Very active in this field, he has directed more than 400 commercials, mainly for Peugeot, but also Rank Xerox and Chanel N°5, Volvo. His ads based on spectacular effect represent the golden age of the advertisement for cars.

They also announced the future of the author's path and his comeback in movies with *Taxi* in 1998. This movie is a blast with more than 6 millions tickets sold in France and is getting the director a nomination for the Cesar of the best director. Three other *Taxi* would be shot alongside an American version directed by Kevin Bray.

In 2002, he's gathering Stephen Dorff and Natasha Henstridge for a new movie called *Steal* mixing action and strong feelings.

Two years later, Gerard Pirès proves his likes for comedies and action movies directing two of them in two years, *Double zéro* a spy movie spoof led by Eric and Ramzy (French comics) and *Les chevaliers du ciel* in 2005.