

DIRECTORS

MUSIC VIDEO

COMMERCIAL

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Partners Billy Poveda and John Stewart started Oil Factory Films in 1985. At that time, Billy was producing videos for the Eurythmics, and John was an executive at the British Film Institute. The Eurythmics were ready to film their Australian tour and Dave Stewart, a principal in the band and John's brother, arranged for Billy and John to meet. Needless to say, the production went so well that the two set up offices in North London. After recruiting directors such as Philippe Gautier and Sophie Muller, who at that time was just a film student, Oil Factory proceeded to produce clips for the Eurythmics, Sade, Sinéad O'Connor and Lenny Kravitz all in its first few years. In 1989, Oil Factory branched out and Billy, a Los Angeles native, set up US offices on the West Coast.

Since then, Oil Factory has become one of the industry's premier international production companies continuing to produce award-winning music videos, music longforms and commercials. Oil Factory has also made inroads into feature films with its first release, a feature documentary entitled *Deep Blues*. The film was released on home video in 1994 after a national tour of art house cinemas in 1993. In 2000, Oil Factory produced *The Low Down* in association with FilmFour UK. The film debuted at the Edinburgh Film Festival in August and made its American debut at the 2001 Sundance Film Festival before eventually getting picked up for international and US theatrical distribution.

Oil Factory currently represents some of the music video industry's most respected directors such as Sophie Muller, Dom & Nic, Jamie Thraves, WIZ, and Pedro Romhanyi to name only a few. Past music video projects include videos for Madonna, Nelly Furtado, Radiohead, Blondie, Tom Petty, No Doubt, Blur, David Bowie, Missy Elliot, Dru Hill as well as concert films, home videos/DVD releases for No Doubt, Annie Lennox, Sade, Sinéad O'Connor, Sarah McLachlan and Tom Petty. In 1998 Oil Factory was a top winner at the MTV Music Video Awards when their music video for Madonna's *Ray of Light* received 9 awards.

In the commercials arena, Oil Factory is known for creating stylish and witty spots. Past commercial clients include Reebok, MSN, Saturn, Diet Coke, Nike, Virgin Megastore, Volvo, GAP, Jaguar, Ford, and Kellogg's Foods. Oil Factory received the prestigious Gold Lion Award at the 1999 Cannes Festival for the Nike commercial *Rehab* featuring Olympian Peek-A-Boo Street.

