

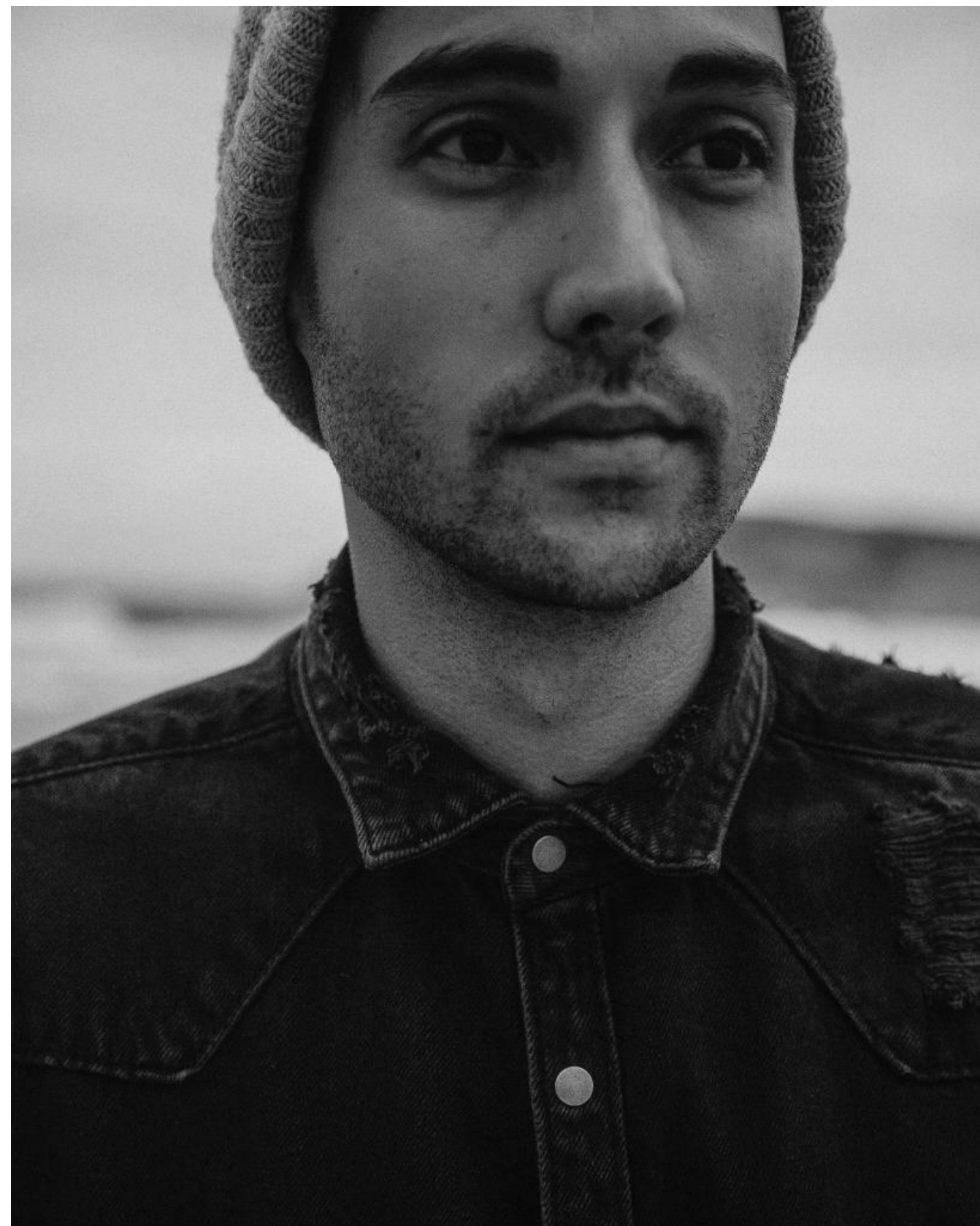
MICHAEL RODRIGUES

DIRECTOR

MY PLAYBOOK



THE MIND BEHIND THE FRAME



Michael Rodrigues is a director drawn to the spaces where culture, identity and emotion collide.

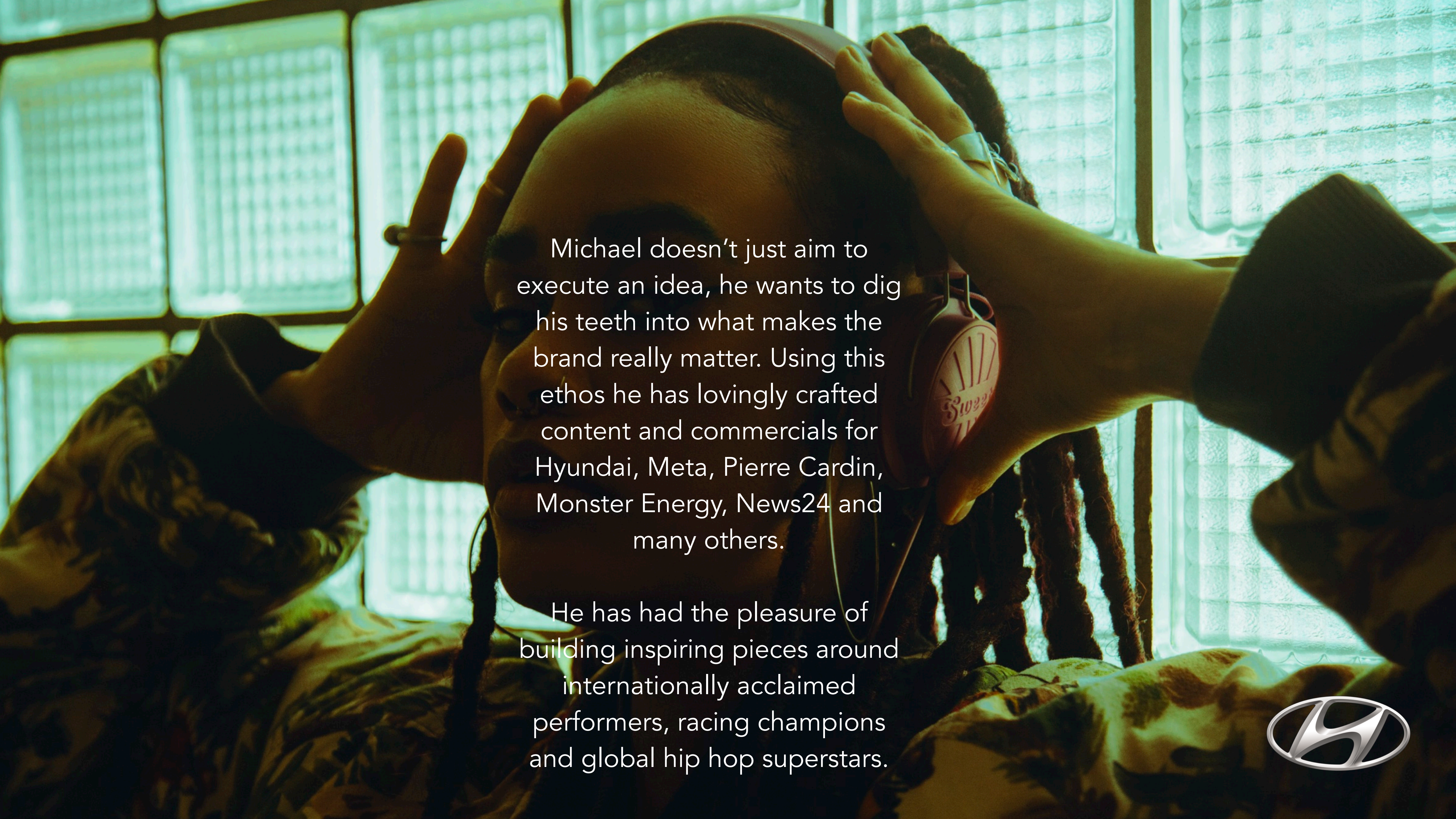
When he stretches his legs creatively he has conjured breathtaking work that has seen him gain recognition globally, as well as locally with an IDIDTHAT Directing Best-In-Craft for the music video Wildones by Mwanje & Sampa the Great, Best Director at the SA Indie Film Festival for his short film Dirty Knees and a Gold Promax in Directing for his branded documentary on Bontle Modiselle.



[View Music Video](#)

**I BELIEVE THAT
GOOD IDEAS
SHOULD
NOT SIT QUIETLY.**

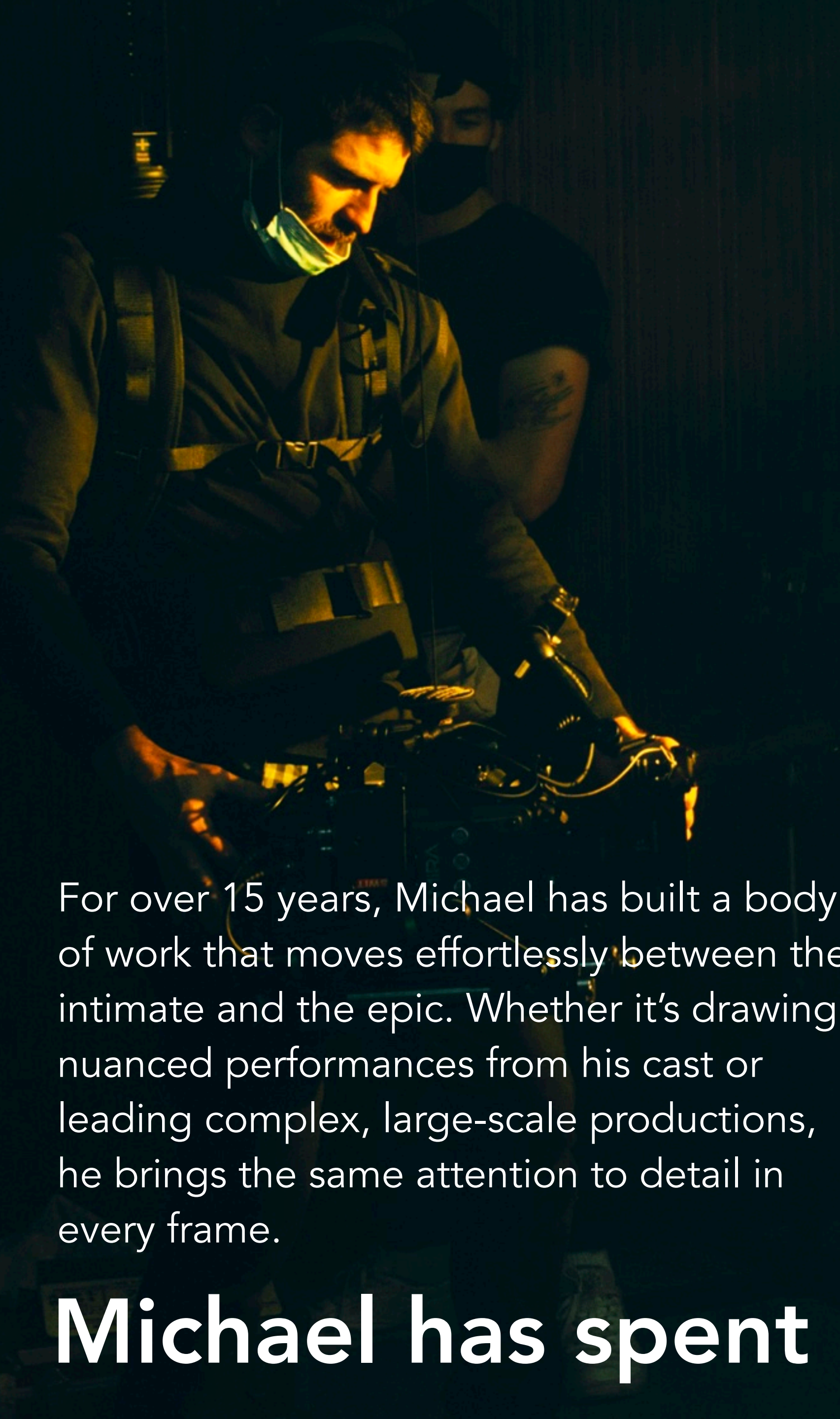
I will dig up the whole yard
until I find the angle that's
unforgettable.

A close-up, low-angle shot of a person's face, partially obscured by hands. The person has dark skin and long, thick dreadlocks. A large, round, gold-colored medallion with the words 'Sweet 16' is hanging from a chain around their neck. Two hands are visible, one on the left and one on the right, holding the person's head. The background is a window with a grid pattern, possibly a security screen or a window with many small panes. The lighting is warm and slightly dim, creating a moody atmosphere.

Michael doesn't just aim to execute an idea, he wants to dig his teeth into what makes the brand really matter. Using this ethos he has lovingly crafted content and commercials for Hyundai, Meta, Pierre Cardin, Monster Energy, News24 and many others.

He has had the pleasure of building inspiring pieces around internationally acclaimed performers, racing champions and global hip hop superstars.





For over 15 years, Michael has built a body of work that moves effortlessly between the intimate and the epic. Whether it's drawing nuanced performances from his cast or leading complex, large-scale productions, he brings the same attention to detail in every frame.

Michael has spent his life behind the camera.

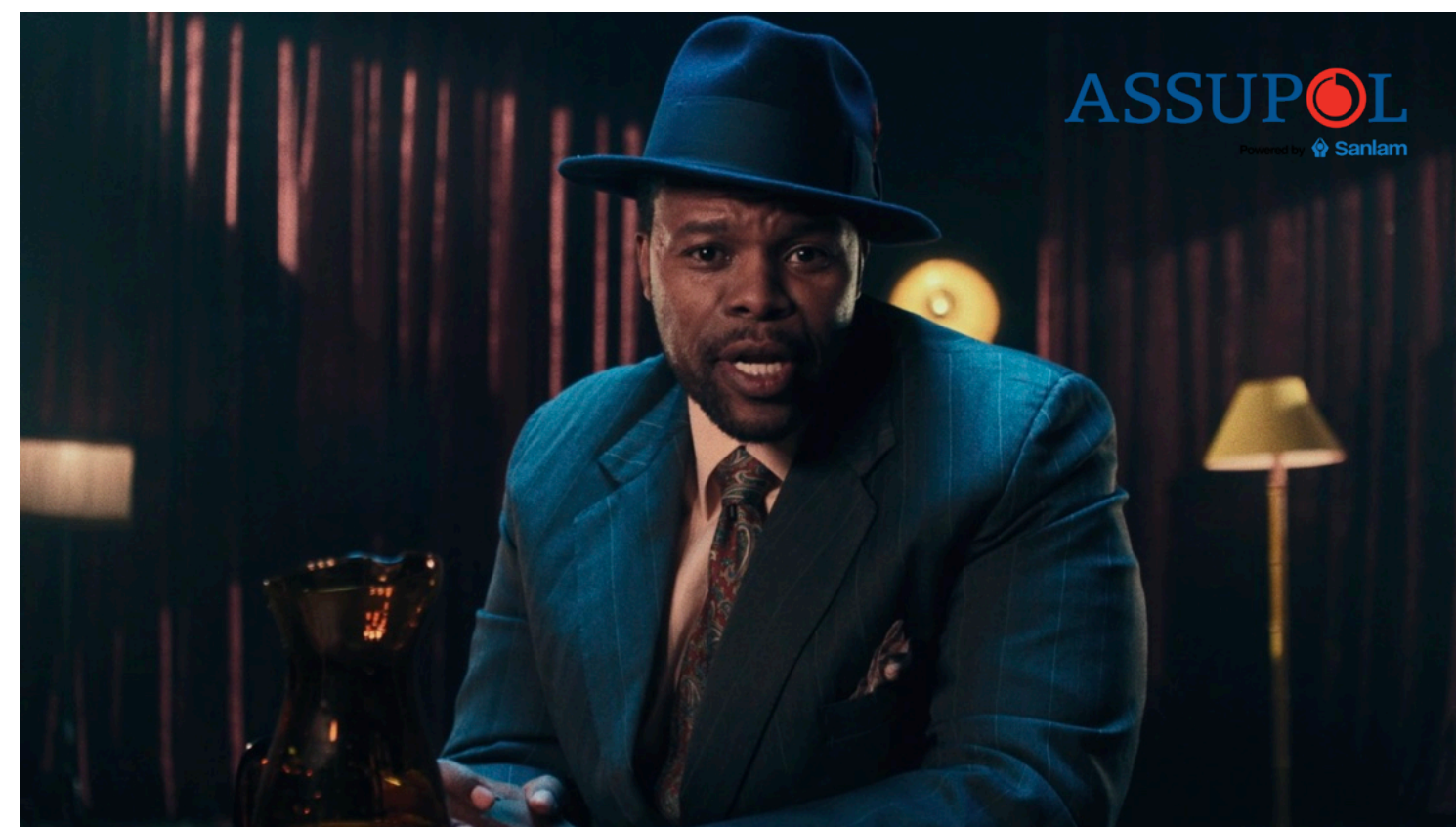


110 Years. Dozens of sets. One vision.

Itching for a challenge after lockdown, Michael directed a studio crafted brand film for Assupol that celebrated their 110 years of supporting South Africans through our rich and complex history. Led by acclaimed actor Tumisho Masha and designed as a continuous passage through time, this piece moved seamlessly from decade to decade within a single controlled environment, requiring meticulous planning, precise camera choreography and complex set transitions. The result was a piece that balanced cinematic storytelling with exacting execution.



[View Part 1](#)



[View Part 2](#)

STUDIO

[View Commercial](#)

I'm all about giving my work **SOUL**

I'm always searching for the substance beneath the surface. Whether it's showcasing fashion, sport, or culture, I'm interested in the human truths that give a brand meaning.



 Meta

IDIDTHAT.CO

CRAFT MENTION

SOUTH AFRICA'S CRAFT AWARDS NOV 2021

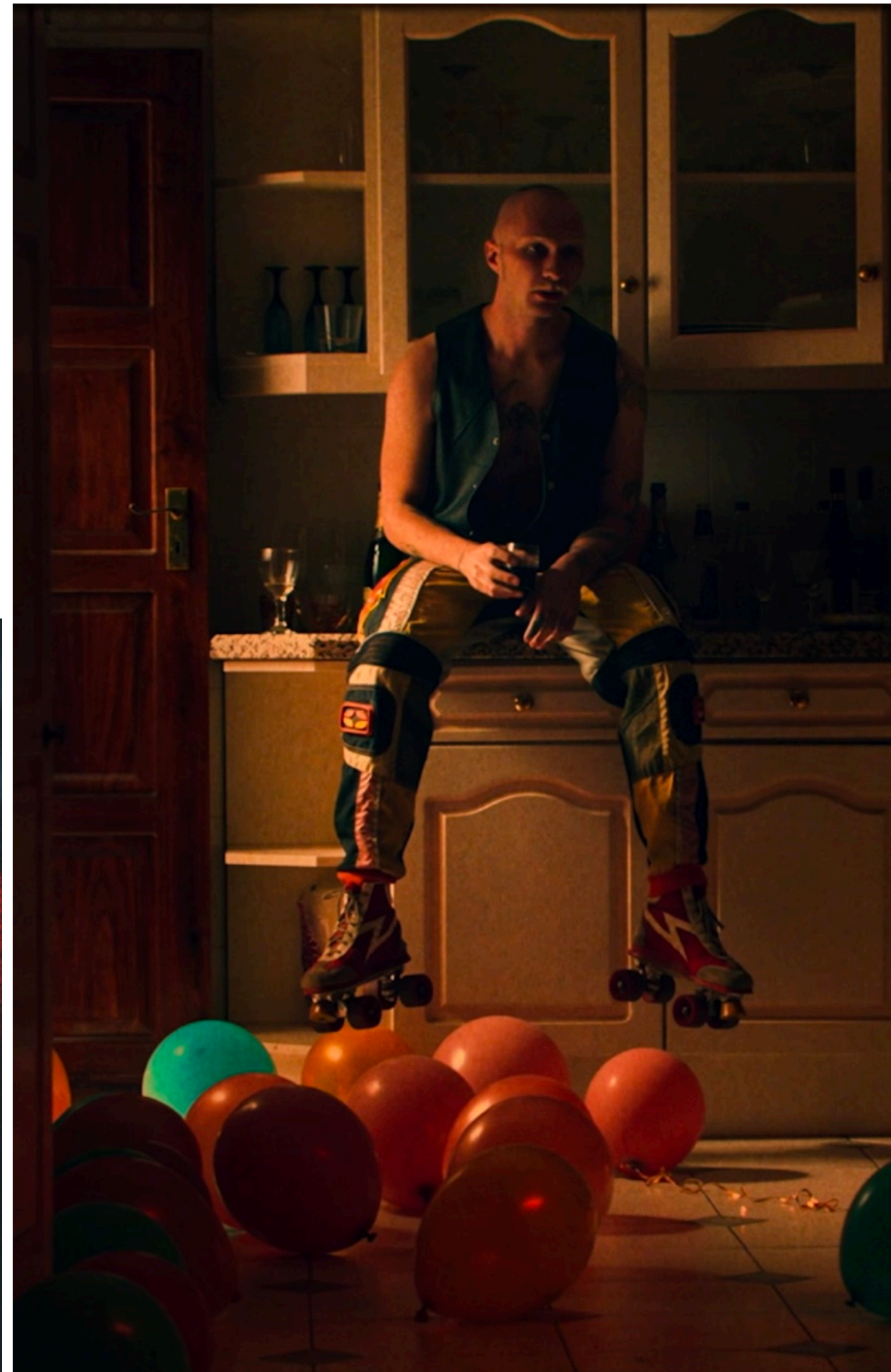
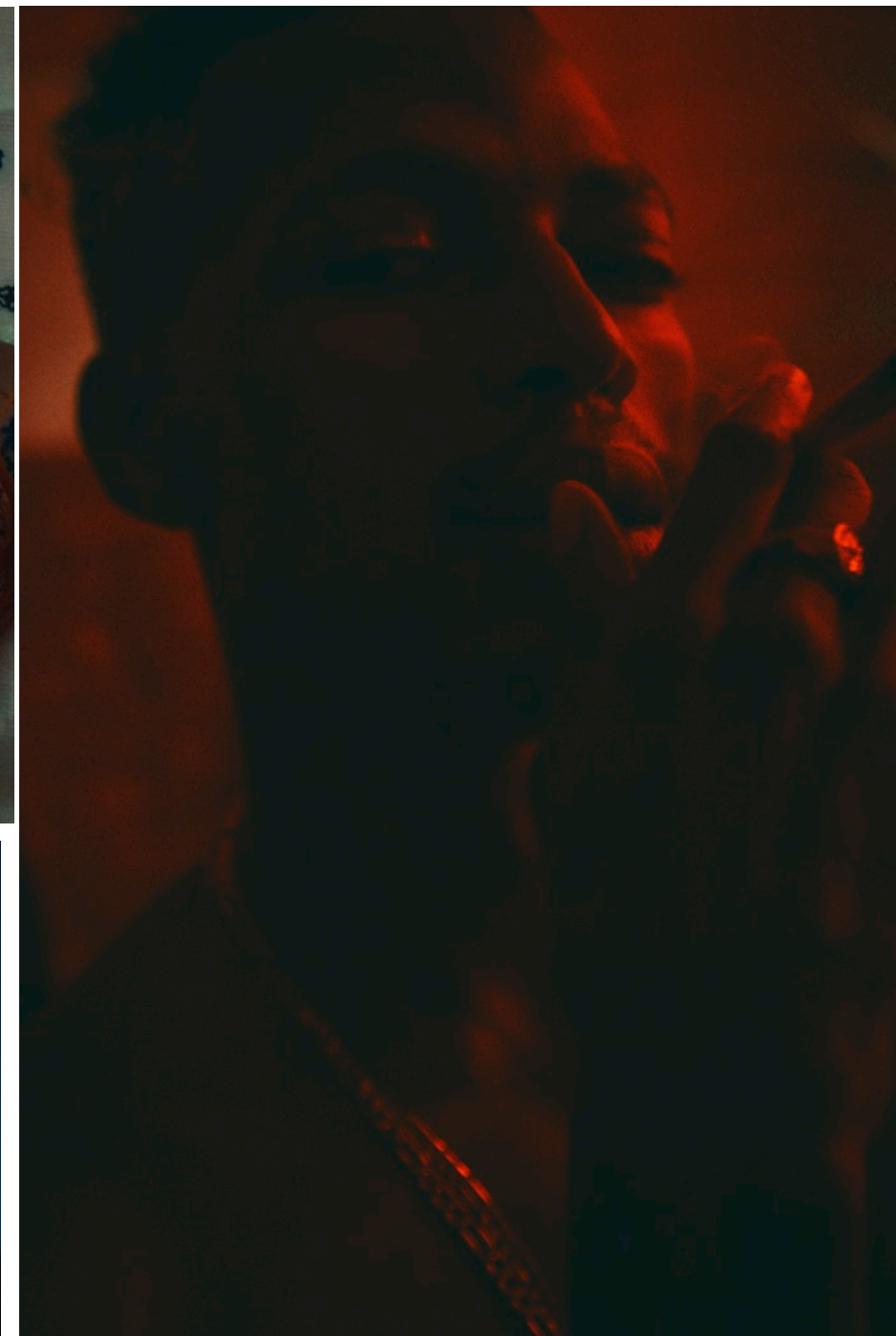
[View Commercial](#)

Michael directed this sweeping TVC that straddled the line between intimacy and scale as it showcased how SANRAL's eco system ensures a truck driver's safe journey home to his family.



CASTING

Casting is never about finding the obvious choice. It's about finding the face that embodies the idea, the person you weren't expecting but who feels undeniably right the moment they appear on screen. Michael believes the right casting choice turns a message into something memorable.





Michael has an extensive background in directing music videos, which has taught him pacing, staging, and the steps to the dance between camera and subject.

It's a realm where creativity and experimentation is first prize and it's built him into an auteur.

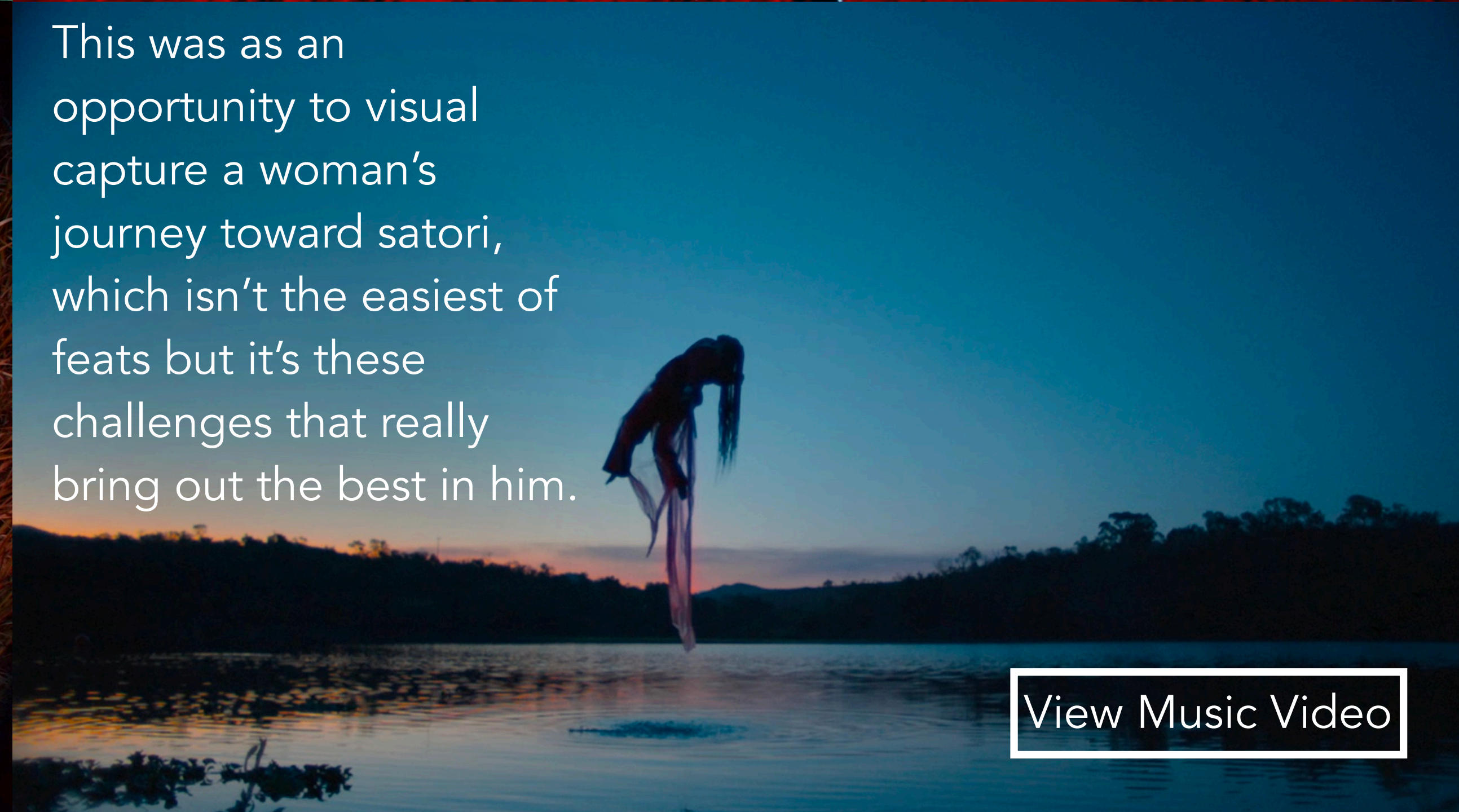
RYTHYM



Michael's craving for exploration was met when he directed a music video for the world renowned musician Sampa the Great and her sister Mwanjé.



This was as an opportunity to visual capture a woman's journey toward satori, which isn't the easiest of feats but it's these challenges that really bring out the best in him.



[View Music Video](#)



I'm all about giving my work

HEART

[View Film](#)

[View Commercial](#)



A person is shown in profile, their face in deep shadow. They are holding a small, glowing object in their right hand, which is raised towards a bright, vertical beam of blue light that cuts through the dark space. Several lit candles are visible in the background, casting a warm, yellow glow. The overall atmosphere is mysterious and dramatic.

[View Music Video](#)

Michael is armed with a technical understanding of how to achieve sfumato and chiaroscuro lighting, he has a grasp over which lens size is going to create the right gravity and the colours which will play best off each other. This arsenal allows him to visually develop an idea to its fullest potential before arriving on set.

Confidence never goes out of fashion.

Michael loves fabrics, threads, tones, textures and patterns.

He believes fashion can define us, connect us, and celebrate us. He cherishes crafting commercials for brands like Pierre Cardin where every stitch becomes a marker of identity.

FASHION

[View Commercial](#)



pierre cardin



I'm all about giving my work

STYLE



pierre cardin

[View Commercial](#)



[View Music Video](#)

I believe authentic style has a gravitational pull that transforms the world.

A modern western with a heavy foot on the throttle.

Starring South African drift champions Jason Webb and Stacey-Lee May, my Monster Energy commercials transformed a Mustang giveaway into a cinematic thrill ride with a tongue-in-cheek take on American muscle, fuelled by dust, horsepower, and Monster Energy's rebellious spirit.

**ATHLETES/
SPORT**



SPORT

My father and I spent countless hours playing soccer in the garden when I was growing up, despairing over and celebrating Chelsea, and every year we still manage a fantasy football team together. The sport has become a glue that holds us together and it inspired me to make a Nike spec that showed soccer as a language of love and support.

[View Film](#)



EUROPA ART

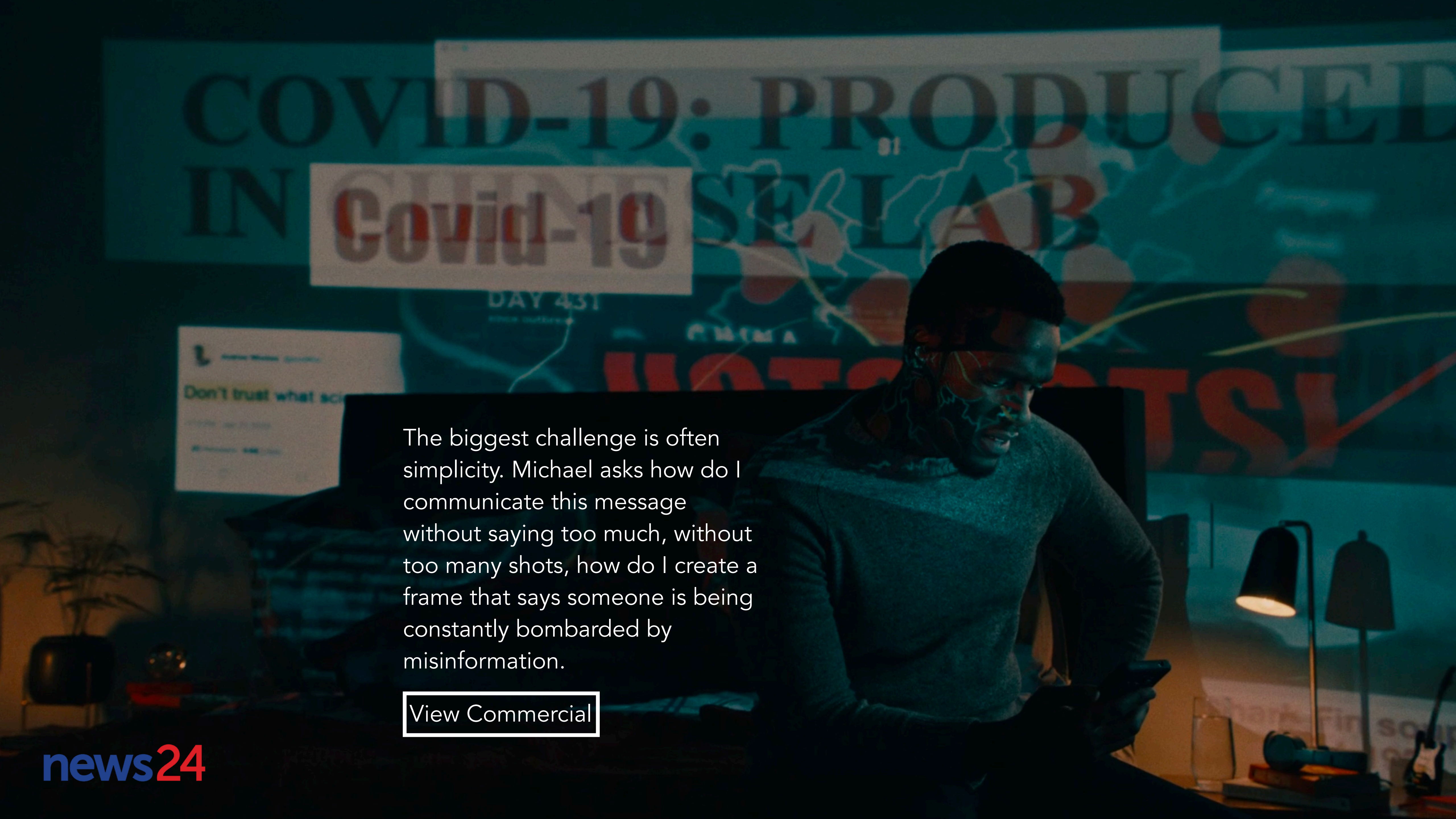
**“When gossip is
dropping and you
can taste the plot
twist”**

I make sure to make it memorable.



**“Or when you see
your salvation in a
can”**

[View Commercial](#)

A man in a grey sweater is looking down at a smartphone in his hands. He is standing in a room with a blue-tinted background. The background is covered with various posters and text. At the top, a large poster reads "COVID-19: PRODUCED IN SE LAB". Below it, another poster says "Covid-19". To the left, a poster has the text "Don't trust what sci". In the center, there is a poster that says "DAY 431". To the right, a poster has the word "WATCH" in large red letters. The man is looking at his phone with a serious expression. The overall atmosphere is one of a laboratory or a workspace during a crisis.

The biggest challenge is often simplicity. Michael asks how do I communicate this message without saying too much, without too many shots, how do I create a frame that says someone is being constantly bombarded by misinformation.

[View Commercial](#)

PRODUCT

The product is never an afterthought.
All of Michael's considerations are geared toward the brand feeling irresistible.





When it comes to production

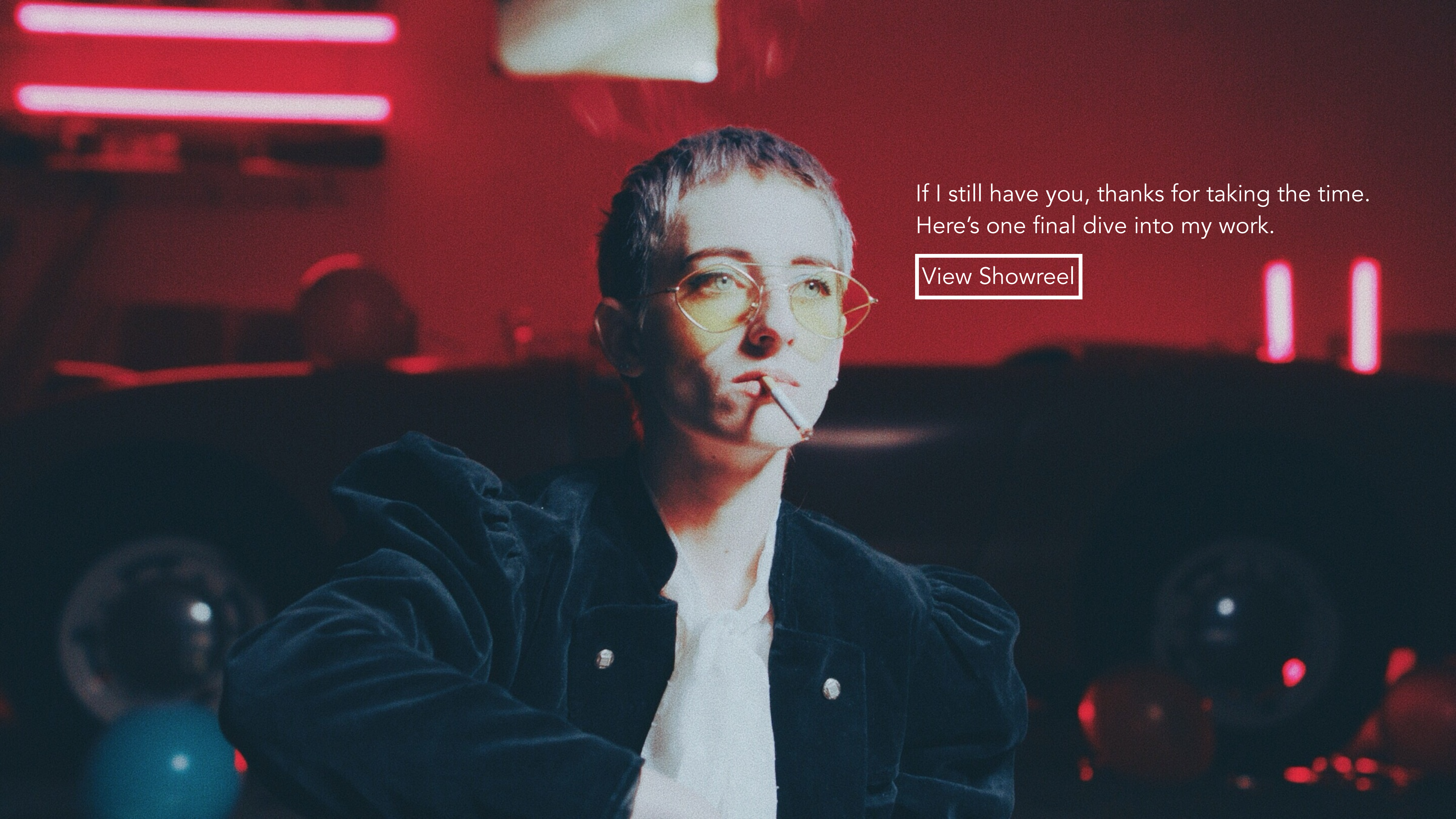
I ADORE IT
I CRAVE IT
I FEEL IT
I NUTURE IT



BEST DIRECTOR

SA INDIE FILM FESTIVAL

2024



If I still have you, thanks for taking the time.
Here's one final dive into my work.

[View Showreel](#)

A romantic scene featuring a man and a woman in silhouette. The man is standing, leaning forward with his arms around the woman, who is seated or lying down. They are positioned in front of a window with light-colored, sheer curtains. Bright light from the window creates a strong backlighting effect, highlighting the contours of their bodies. The overall mood is intimate and tender.

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