

# 'The Riff' Spots Showcase The Genius Work Of Australian Director Luke Farquhar

*Channel [V] spots feature the work of renowned director*

LOS ANGELES, CA, USA, April 14, 2016

/EINPresswire.com/ -- Carissa Walford said it best: "He has a creative eye like no other and always makes an epic impact with his filmmaking."

The sentiment from Walford, an Australian host on Channel [V]'s music video show, "The Riff," describes the champion directorial talents of Luke Farquhar.

Farquhar, of Sydney, is the definition of an artist. He specializes in directing commercials, spots, promos and branded content. He's directed spots for Fox Sports, the UFC, Billabong, Schweppes, Land Rover and more.

Farquhar has directed such famed figures as world champion surfer Kelly Slater, MMA icon Ronda Rousey and Australian football star Callan Ward, to name a few.

Farquhar's directorial sensibility is characterized by originality. He breathes imaginative life into each and every project he helms. The final result he puts in front of audiences is nothing short of transcendence.

"It'd be fair to say I like to test the boundaries of what audiences may expect when consuming visual messages," he said. "My goal is to make something impactful that's unmistakably distinct, stylized and most importantly, creative."

The effective formula is on display within the spots Farquhar has directed for "The Riff," a weekly Australian music video request show that covers all things music and pop culture. It airs on Channel [V] throughout Australia and is hosted by Walford, Billy Russell, Danny Clayton and Marty Smiley.

"I was fortunate enough to be able to put my passion and personal interest into a lot of "The Riff" spots," Farquhar said.

In 2013, Farquhar directed "[The Riff Returns](#)," that featured a black and white presentation with subtitled narration and a listing of the show's hosts. The same year he directed a [teaser](#) for the show that featured a group of rebel rousers doing donuts in a Mercedes. The spot was expanded further and used in part of the show's [opening sequence](#).

"With a tag line of 'Rev up your Saturday Mornings,' I immediately wrote an idea I had wanted to shoot for years! A week later, we had a stunt car and driving, an empty race track and a whole lot of nervous talent!" said Farquhar. "When I finished this ad, for me personally it was an achievement in its own, as this was the first time I could honestly say I achieved the vision I had in my head, and executed it on screen."



"The Riff" spots feature Channel [V] host Carissa Walford and showcase the talents of director Luke Farquhar.

Both "Burnout" spots featured Walford as a lead actress. She actually drove the Mercedes instead of a stunt driver. "What Luke executed well was the storytelling he was able convey through motion picture," Walford said. "It was done by capturing and holding the audiences' attention by creating reactive content. Luke exceeded expectations and brought to life complex creatives that left you feeling exhilarated. Luke's shoots are memorable and the outcome even more so."

Another spot informed audiences "The Riff" was returning and another centers on "The Riff" "serving up new blood with Carissa" that's "live, raw and uncensored."

"This particular spot was to introduce new host, Carissa, to the audience, and I thought, 'Let's shake it up!' I was influenced by a few Aussie films for this one, "Snowtown," in particular," said Farquhar. "It was shot in a backyard in Bondi Beach, and to be honest, I nearly burnt the house down after the Channel [V] sign flame went so high the roof caught on fire. Luckily, we put it out just in time. I loved the lo-fi approach to this spot, even the end board GFX were done by me with a simple black sharpie."

Said Walford, "Luke always went over the top with his productions with dramatic sets and scenes. I was taken out of my comfort zone, which made me perform to the best of my ability. For example, in the spot that introduced me to the show and channel, he made me feed a snake!"

When it comes to directing, there are few with the equaled vision and genius of Farquhar. We can't wait to see what he'll do next. Check out more of Luke's work on Vimeo:

<http://vimeo.com/lukefarquhar>

PR courtesy of Online PR Media.

Jeremy Curtis

3102378909

email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.