It’s not by coincidence that Tomas Jonsgarden’s life path has led him to filmmaking. Born into a family of Academia, Tomas was raised to question and to wonder – it was the gift of this wondering mind that turned his interest from music to photography to filmmaking. Knowing he would have to break out of his small town of Uppsala Sweden, where he attended and graduated from the University, Tomas took residence to Stockholm.

Tomas began working as a director’s assistant at Pettersson Akerlund Film where he would rub shoulders with directors such as Jonas Akerlund; and the influence was great. The desire to further grow his knowledge and aesthetic eye led to a job as a photographer’s assistant. After years as assistant to, amongst others, fashion photographer Mattias Edwall, Tomas began shooting advertising and editorial for hire.

Restless with the constraints of still photography Tomas’ ambition to direct commercials took a big leap forward when he got offered to start working as a director at the production company Forsberg & Co, in Stockholm 2001. It is here that Tomas began to hone in on his personal style through a variety of commercials, music videos and a few longer form jobs for Swedish Television.

In 2007 Tomas was voted ”The Most Successful Commercial Director” in Sweden from both the major ad agencies and by a renowned ad-magazine. In the same year Tomas navigated through the tricky game of directing the high profile actor Richard Gere in a KappAhl commercial. The collaboration was so successful that the superstar insisted Tomas to direct his next commercial project.

Tomas has a way of making everyday moments epic by capturing the subtle twitches of humanity that makes us laugh, cry or blush when we recognize ourselves in them. It takes a great director to imitate those small gestures and mini-expressions for the screen and it is something that has earned him awards at shows like Cannes Lions, Epica, Eurobest and New York Festivals amongst others.

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