

EMILE RAFAEL

Director of commercials, automotive films and music videos. Born and raised in Prague, based in London.

Emile Rafael trained as a cinematographer and graduated from the London Film School in 2011 before moving into directing. His work runs from car films for Jaguar, Rolls Royce and Audi to commercials for Apple, Sonos, Nike and Gucci, and music videos for MØ, Katy B and Stubborn Heart. He also paints, and makes music as one half of Supermodel with the director Joe Connor.

AUTOMOTIVE

Jaguar, Rolls Royce, Audi, Bentley, BMW, GMC, Cupra, Hyundai, Skoda, Mullen and Battista. Jaguar “Show of Force” was named Best Car Ad of the Month by AdForum.

COMMERCIAL

Apple (iPhone 17, “Make a Move”), Borjomi (“A Force of Nature”, nominated for Best Editing at the ASE Awards), Converse with Isabel Marant, Sonos, Nike, Oppo, Xiaomi, Gucci, Aesop, McDonald’s, Coutts and Mr Porter.

MUSIC VIDEOS

Supermodel (“Seventeen Days” and “Push”), MØ (“Walk This Way”, commissioned by i-D and named Danish Music Video of the Year), Katy B, X Ambassadors, Jamie N Commons, Stubborn Heart, Bastille and Catfish and the Bottlemen.

FILMS AND DOCUMENTARY

Short films for Nowness, including “Alan Moore: His Heavy Heart”, shortlisted for the D&AD Next Director Awards, and “Frank Gehry: Creating Feeling”, a Vimeo Staff Pick.

RECOGNITION

Berlin Commercial: Best Production Design, “17 Days” (Supermodel)

Berlin Music Video Awards: Best Song, Silver, “Push” (Supermodel)

Danish Music Video of the Year, MØ “Walk This Way”

Le Book Short Film Award: Jury First Prize, Stubborn Heart “Penetrate”

Kinsale Sharks: Best Cinematography, Jamie N Commons “Not Gonna Break Me”

Ascona Film Festival: First Prize, “Partition”

British Arrows and ASE Awards nominations

D&AD shortlist, Vimeo Staff Picks

PRESS

[1.4: Supermodel’s second coming \(2026\)](#)

[Promonews: Supermodel, Seventeen Days \(2026\)](#)

[Little Black Book: The Directors, Emile Rafael \(2023\)](#)

[1.4: Runway success \(2024\)](#)

[D&AD: Alan Moore, His Heavy Heart \(2015\)](#)

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