



Adam Żurawiecki

Youngcassette - Adam Żurawiecki' is his real name. He's a creative mind inspired by the breakthrough decades of the 80 & 90. Studied Social science and contemporary art. Director & photographer. Has several exhibitions on his account. He loves adrenaline, editing & making music. For the past years, had a chance to direct commercials across Europe & Middle East with brands like Coca-Cola, YSL, USP, Panerai, Arla, Powerslide, Matel, & LIDL. While working as Creative Director at GPD he created several international advertising campaigns and supervised dozens of high-budget projects all over the world. It all began over 20 years ago with skate videos. As a former Polish champion and Pro skater, Adam is well-known in rollerblading community all over the world. He feels comfortable behind the camera, especially in fashion shoots and music videos, where he often uses his sports skills. Despite many creative activities, he stays loyal to his biggest and true love, directing.