

AI & FILM DIRECTOR — BUENOS AIRES / WORLDWIDE

JUAN BASSER

Commercials, branded films, hybrid productions and original cinematic work.
Not everything should be filmed. Not everything should be generated.
Everything must be decided.

SELECTED WORK

NINE FILMS - INDEX

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► YPF SUMMER — VML ARGENTINA — Y26



01 COMMERCIAL

YPF SUMMER

A summer road story told in minimal gestures. Juana Viale, an open highway, and a new station that arrives as naturally as the light — innovation carried by atmosphere and subtle performance, not announcement.

DIRECTOR	JUAN BASSER
PRODUCTION	STORYLAB
PRODUCER	LORENA BRUQUETAS
AGENCY	VML ARGENTINA
CLIENT	YPF S.A.
YEAR	2026

WATCH FILM — 0:25

juanbasser.com/works/ypf-summer

02

AI FILM

SERIES N°1

NOT THE SAME: HAT-TRICK

Inside a stadium charged by live broadcast and an escalating crowd, one clueless gesture — the violation of a mate ritual — snowballs into collective outrage, a red card, cultural judgment. Hyper-serious farce, engineered as controlled cinematic absurdity through AI-native production.

AI DIRECTOR	JUAN BASSER
PRODUCTION	VORTEX LAV
YEAR	2026



► NOT THE SAME: HAT-TRICK — Y26



WATCH FILM — 1:59

juanbasser.com/works/nts-hattrick



► NOT THE SAME: LA NONNA — Y26



03 AI FILM SERIES N°2

NOT THE SAME: LA NONNA

One strand of pasta breaks, and everyone treats it like a death in the family. Shot as a mafia confession, paced like a luxury commercial, the tiny domestic mistake escalates into ritual, grief, artistic overstatement — solemn food tragedy, played in perfect deadpan.

AI DIRECTOR	JUAN BASSER
PRODUCTION	VORTEX LAV
YEAR	2026

WATCH FILM — 1:43

juanbasser.com/works/nts-lanonna



► CUBITT SMARTWATCHES — VORTEX LAV — Y25

04 COMMERCIAL

CUBITT SMARTWATCHES

Sweat, breath, open water, a wrist. The launch film for Cubitt's smartwatches powered by Vita AI stays close to the skin — minimal gestures, clean compositions, graphic precision, controlled rhythm — letting design and movement carry a watch that listens to the body.

DIRECTOR	JUAN BASSER
PRODUCER	AME BLANCO
AGENCY	VORTEX LAV
CLIENT	KENEX TRADING S.A.
YEAR	2025



WATCH FILM — 1:06

juanbasser.com/works/cubitt-smart



► ESENCIA — NOË & ASSOCIATES — Y26

05

HYBRID FILM

ESENCIA

Architectural renders, directed until they feel photographed. An AI-native cinematography workflow that preserves the architecture while introducing believable light, materiality, human presence and movement — frames that feel inhabited, not animated.

DIRECTOR	JUAN BASSER
AGENCY	NOË & ASSOCIATES
CLIENT	ESENCIA PROJECT
YEAR	2026



WATCH FILM — 1:50

Screener on request — hello@juanbasser.com



► FL[A]Y DAY — Y26

06 AI FILM

FL[A]Y DAY

A fly drifts through a Buenos Aires apartment and into the intimate dirt of an apparently normal family — secrets, tensions, small acts of cruelty. Then out into the city of fury, through its chaos and collapse, to be devoured and flayed in a single act.

AI DIRECTOR JUAN BASSER

PRODUCTION VORTEX LAV

YEAR 2026



WATCH FILM — 1:52

juanbasser.com/works/fl-a-y-day



► ECUADORIAN CEVICHE — Y26

07 AI FILM

ECUADORIAN CEVICHE

Music, dance and beach heat flow into the preparation of Ecuadorian ceviche. A rhythm-driven, advertising-style sequence where party and preparation are the same dance — flavor, movement and culture in one continuous celebration.

AI DIRECTOR	JUAN BASSER
PRODUCTION	VORTEX LAV
YEAR	2026



WATCH FILM — 1:09

juanbasser.com/works/ceviche



► ZEROOTH — V21



08

FICTION TEASER

ZEROOTH

A speculative journey to the threshold where consciousness, memory and machine intertwine. A protagonist wakes inside a world rebuilt from digital residue — an experiment in reconstructing identity after oblivion. What if the beginning isn't birth, but reboot?

DIRECTOR JUAN BASSER

PRODUCTION INDEPENDENT

YEAR 2021

WATCH FILM — 1:56

juanbasser.com/works/zeroth



► HYBRID IS THE METHOD — Y26



09 HYBRID FICTION TEASER

HYBRID IS THE METHOD

Not because one tool is enough, but because every story asks for its own language. Film, animation, design, sound, AI, instinct. Different systems. One direction. The tools can change. The point of view cannot.

DIRECTOR	JUAN BASSER
PRODUCTION	INDEPENDENT
YEAR	2026

WATCH FILM — 0:13

Screener on request — hello@juanbasser.com

HYBRID IS THE METHOD

Film brings body, skin, gaze, performance, product, texture, imperfection and presence. AI brings exploration, variation, speed, worlds, previsualization, expansion and scale. Between the real and the synthetic a new territory appears — it isn't filming against generating. It's producing hybrid.

The role: connect strategy, direction and technology, and decide which part of an idea needs reality, which part needs synthesis, and which part can expand — with multidisciplinary teams at brands, agencies and production companies, before execution, when concept, tone and visual world need a concrete route to become sellable and producible.

A ADVERTISING THINKING Strategy. Insight. Brand. Pitch. Detecting the opportunity before the brief exists.	B FILM DIRECTION Acting. Camera. Rhythm. Emotion. The judgment that turns frames into a point of view.	C AI PRODUCTION Prototyping. Worlds. Post. Scale. New tools held to an old standard: truth on screen.
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01 OPPORTUNITY Detect brand, category or culture before the brief.	02 IDEA Turn the insight into a concept with tension and tone.	03 PROTOTYPE Visualize world, rhythm, aesthetics, characters, format.	04 PRODUCTION DESIGN Choose the right model for each idea and budget.	05 FILM / AI / HYBRID Decide what is shot, generated, expanded, posted.	06 CAMPAIGN SYSTEM Expand the idea across formats and versions.
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TECHNOLOGY DOESN'T DIRECT. JUDGMENT DOES.



BIOGRAPHY

JUAN BASSER

Juan Basser is a creative director and AI & film director with more than twenty years of campaigns, films and brand content for agencies, brands and production companies across Latin America.

His work connects strategy, narrative, visual direction and new production technologies — turning opportunities into concepts, concepts into films, and films into campaigns with a clear point of view. The focus is on natural performances, cinematic storytelling and emotionally grounded visuals.

Today that focus is hybrid production: combining cinematic craft, creative direction and AI workflows to make work that is more distinctive, faster to arrive, and sharper in its visual judgment. Based in Buenos Aires. Working worldwide.

DIRECTION COMMERCIALS & BRANDED CONTENT NARRATIVE & EXPERIMENTAL FILM STORY DEVELOPMENT VISUAL TREATMENT & STORYBOARDS		HYBRID PRODUCTION AI-DRIVEN VISUAL DEVELOPMENT ON-SET DIRECTION POST-PRODUCTION SUPERVISION	
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MOVE THAT CULITO — LET'S ROLL

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BOOK A CALL — 30 MIN

SOCIAL

INSTAGRAM — @JUANBASSER

LINKEDIN

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AI DIRECTOR REEL

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