



Keane Pearce Shaw

Keane Pearce Shaw is a football-mad, self-taught filmmaker from England. Raised on the mean streets of Clifton, Nottingham, Keane moved to London armed with an education in Music Business & Entertainment Management, with which he used to answer phones and add gig details to artists' calendars.

When he started producing MTV live shows, he realised his passion for directing - football content in particular, to no one's surprise - after having the opportunity to direct a film with Manchester United and Adidas in 2016.

Since then, Keane has gone on to direct global campaigns for FIFA, Adidas, Nike, and Puma, and asked sporting royalty including Lionel Messi, Ronaldo, and Beckham to stand in front of the camera. Along the way, Keane has crafted a directing style that can be described as thoughtful, raw, and perhaps even a zeitgeist for modern British street style.

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