



Rúnar Ingi

Rúnar Ingi is an Icelandic born filmmaker and commercial director known for his work with Land Rover, Lidl and Volvo, among many others. His projects have garnered global awards and nominations from Epica, CameraImage, Webby, Roy, Edda, and the Icelandic Ad Awards. His work has been featured in industry standard-bearers such as Shots Magazine and Creativity Online.

Since arriving on the commercial scene with a 2012 Nike spot featuring triathlon athlete Sarah Reinertson, his advertising and narrative films have developed a reputation for impactful storytelling with a distinct emotional and visual style. Rúnar Ingi's fascination with improvisation, found moments and poetic, real-life imagery can be seen throughout his work.

Rúnar Ingi drew on inspiration from childhood memories to create his short film, Apology, in 2016. It premiered at the Reykjavik Film Festival that same year, and he's now developing the short into a feature length project.

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