

DIRECTOR BIO



Sam Macon

Director

Whether it's his documentary feature *Sign Painters*, which premiered at the Smithsonian, another Vimeo Staff pick music video, or his latest commercial for McDonald's, Porsche, or Kraft. Sam's story-first approach makes him uniquely suited for comedy, lifestyle, docu-style, or some hybrid combination of all of the above. While the awards and recognitions (Shoot magazine's "New Director to Watch," a Gold Lion, and a top-rated Super Bowl commercial) are always nice, what he really loves is the layers of collaboration that make a project great. Sam has worked with Nike, Duluth, Kmart, Johnsonville, and more. You can check out his very impersonal photos of cats, nature, and cabins, on Instagram at [@sam_macon](#).