

ragnar agnarsson

Ragnar Agnarsson has on his resumé over 200 commercials and has worked in the television and film industry for over 20 years. He has done commercials for Coca Cola, Mitsubishi, Nissan and was the founder of ON, a production company, then STORM, another production company that merged with Sagafilm in 2005.

His work experience has been hands on, since he worked his way up from being runner, sound, grip, gaffer, ac, dop and assistant director, director and Chairman of the Board- but now he back as THE DIRECTOR.....

2009

Ragnar is back to directing commercials as one of Saga film top directors.

2006 - 2008

Chairman of the board of EFG and Saga film. Creative director at ©idea, a creative problem solving agency.

2005

STORM Emerged with Saga film Iceland's largest TV, commercial production and event company in Iceland. Ragnar was one of the top directors.

2002 - 2005

Emerged ON/PRODUCTION into STORM. Director with STORM. Has directed for brands like: Nissan, Subaru, Islandssíma, Hagkaup, Bonus, Hard Rock Café, Pizzahut and more....

2000-2002

Founded ON/PRODUCTIONS and started to direct commercials.

1999

Freelance director of photography in Iceland.

1998. Frost Film

1999. Dop and producer at Frost film.

1995 - 1997

Freelance dop in USA, Los Angeles with agent Ambitious Entertainment. Filmed commercials, documentaries and music videos. Shot the tv commercial "Husasmidjan" which was chosen the best tv commercial in Iceland in 1995. Directed by Bjorn Br. Bjornsson

1994

Freelance dop in Iceland.

For company's such as: Frost Film, Hugsjón, Verksmidjan and more. Went on 2 seminars at The International Film And Television Workshops in Advanced Cinematography.

Theacher: Gerald's Hirshfield og Cameraoperator

Theachers: Sol Negrin og Rob Draper í Main USA.

1993

Director of photography with Saga Film. Shot over 40 commercials for directors like: Gísli Snær Elingsson, Egil Edvardsson, Kristján Fridriksson, Lárus Jónsson and more.

Assistant camera on the movie Skyjahöllin. Director:

Thorsteinn Jónsson, Director of photography: Sigurdur Sverrir Pálsson.

1992

Started working as a "freelance" assistant camera, gaffer and grips. Assistant camera on the music video for Bryan Adams "Do I have to say the words" Director and Dop: Anton Corbijn.

1989 - 1991

Worked for Nyja Bíó as a productions assistant, sound man and assistant camera on commercials, music videos and documentaries.

Started working for Frostfilm as a freelance assistant camera, gaffer and grips.

Gaffer and a grips on the movie Sódóma Reykjavík (The remotecontrol).

Directed by Óskar Jónasson, director of photography Sigurdur Sverrir Pálsson. Gaffer and a grip on a Japanese car commercial for TOYOTA director of photography: Hiroyuki Takahasy.

Profile

Ragnar Agnarsson was born in Reykjavík, Iceland in 1969 and is self educated and highly experienced director, marketing and concept person.

That experience Ragnar brings into his work as Chairman of the board of European film group, Europe's largest commercial company.

©IDEA is founded by Ragnar Agnarsson, a veteran of the TV and advertising industry, founder of ON productions, Storm and until recently one of the owners of Saga film, Iceland's largest TV production and events company.

Ragnar has directed close to 200 TV commercials for clients such as Coca Cola, Mitsubishi, Nissan and VIP - Croatia's leading mobile phone operator. He brings his keen powers of observation to his job at ©IDEA.

Experience

2007

Chairman of the board of Saga film who bought the European Film Group (EFG) and formed the largest commercial production company in Europe. EFG bought 50% of 2AM a British commercial, TV and event production company. Currently Chairman of the board of EFG.

2006

Founded with Baugur Group, ©idea, a creative problem solving agency.

©idea works with companies to unearth their true brand values which, more often than not, have been buried under mountains of red tape, half-hearted initiatives and gimmicky marketing ploys. Adding value to both your company's bottom line and image. Working for such company's as Hamleys, Oddi Printing company, femin.co.uk and GGE to name a few.