**SAMSUNG AND VIMEO DEVELOP ORIGINAL FILM SERIES “CONNECTED”**

*Vimeo ‘Staff Picked’ Filmmakers Create 10 Original Short Films for the Series*

**NEW YORK, June 17, 2015** – Today Vimeo and Samsung Electronics America, Inc. (Samsung) premiered “Connected,” a new short film series featuring 10 films from world-renowned Vimeo Staff Picked filmmakers. The series delves deep into the compelling perspectives on the human connection with technology with the aim to provide an authentic narrative for people to rally around. Five titles will be premiering through each filmmaker’s Vimeo profile page, a first for Vimeo’s Brand Creative Fund, and the official “Connected” Tumblr (<http://connected-series.tumblr.com>). The remaining five films will launch over the next few months.

“Vimeo’s deep relationship with the filmmaking community gives us unprecedented access to up and coming filmmakers that approach content in new and unique ways,” said Greg Clayman, General Manager, Audience Networks, Vimeo. “Collaborating with Samsung allowed us to tap into this creator pool and bring their passions to life in the ‘Connected’ series.

The “Connected” series follows the relationship with technology and the constant stream of new innovations that keep humans connected. Each film will provide a unique perspective meant to highlight scale, emotional impact, a visual immersion, or interpersonal/love relationships with technology and innovation.

The filmmakers selected for the series have been collectively ‘Staff Picked’ and include:

* **Larry Cohen** (<https://vimeo.com/larrycohen>) - Larry Cohen is a Brooklyn-based writer and filmmaker. He got his start working on “In Treatment” (HBO), “The Philanthropist” (NBC) and “Copper” (BBCAmerica), while producing projects featured on NPR with the filmmaking collective Everynone. For the past two seasons, he has been writing on the international series “BORGIA" (Canal+ / Netflix). His films “The Worst”, “Brothers” and “ICE HOCKEY" have been featured at the Palm Springs Int’l ShortFest, San Francisco International Film Festival, Independent Film Festival Boston and on Vimeo’s Staff Picks. Currently, Larry is re-learning how to use the internet for social connectedness.
* **Bradley Munkowitz** (<http://vimeo.com/gmunk>)– A Graphic Designer by foundation whose work is characterized as a hybrid of Science Fiction themes informed by a psychedelic visual palette. He's collaborated with distinguished international brands via his work at top tier outfits BUCK, Prologue Films, Transistorstudios and Bot&Dolly and has designed UI and Holographic sequences on the feature films TRON and Oblivion with Joseph Kosinski.
* **Celia Rowlson-Hall** (<http://vimeo.com/crh>) - Recently hailed as "the choreographer of the moment" by *Vogue Magazine*, Celia Rowlson-Hall is a choreographer, filmmaker, and Bessie Award winning performer based in New York City. Her recent choreographic work includes television shows such as GIRLS (HBO), Manhattan Love Story (ABC), and The Americans (FX), as well as videos for *Vogue Magazine* and *Vanity Fair*.
* **Drew Christie** (<http://vimeo.com/drewchristie>) – Drew Christie’s animation work has been described as surreal, whimsical, handmade and old-timey. He is an award winning animator whose work appears regularly on the *New York Times* and *Vanity Fair* online. His films have screened at the Sundance Film Festival, the Ann Arbor Festival and the Los Angeles Film Festival among others.
* **Greg Brunkalla** (<http://vimeo.com/brunx>) – Greg Brunkalla's work hits a wide range. He's created music videos for Vampire Weekend, Danny Brown and Grouplove. His experiential-based work includes an installation for the launch of Nike's Fuelband in New York and a kinetic musical project in London for Red Stripe, which was awarded a Silver Lion at the Cannes Lion Festival.
* **Kogonada** (<http://vimeo.com/kogonada>) – Kogonada is a regular contributor to the Criterion Collection and Sight & Sound. His works have been featured in numerous publications and venues around the world. He was recently named one of Filmmaker Magazine's "25 New Faces of Independent Film" (2014).
* **Matty Brown** (<http://vimeo.com/matthewbrown>) – Matty Brown is a globetrotting filmmaker painting his style with projects across the world through documentaries, travel pieces, museum installations, commercials, music videos, and short films. Telling his stories through the love of nostalgia, Matty intricately fuses his visuals and sounds into one emotional thread that makes his craft unique. In his short 4-year career his work has been featured in the New York Times, The Atlantic Magazine, Ellen, CBS News, Nightline, nominated for an Emmy, and he is the second most featured person on Vimeo in the world with 14 Staff Picks.
* **Oh Yeah Wow / Caviar** (<http://vimeo.com/ohyeahwow>) – Doubling as a mission statement and confusing company name when dealing with bureaucratic government organizations, Australian based Oh Yeah Wow was built by long time buddies, as a refuge for renegades, outcasts and misfits who couldn’t handle working for the man. Led by the reckless pirates Darcy Prendergast & Seamus Spilsbury, Oh Yeah Wow have gone from strength- snagging countless awards, pushing the realms of possibility and leaving many an empty bottle/ broken heart in their wake.
* **Paul Trillo / AFOG Productions** (<http://vimeo.com/paultrillo>) – A New York based director that challenges curiosity and illusion. Proxart Magazine has written, "[Paul] is a short filmmaker whose films combine experimentation with wonderful composition and technicality, concrete story with abstract implementation." Paul’s constant pursuit to develop and play with new techniques has lead to a unique body of work.
* **Variable** (<http://vimeo.com/variable>) – Variable is an innovative Creative Collective and Production Company based in the heart of New York City. Variable was formed for one key reason: to change the constant and has a passion for human connection.

**About Samsung Electronics America, Inc.**

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, mobile products and wearables, wireless infrastructure, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and one of America’s fastest growing home appliance brand. To discover more, please visit www.samsung.com.

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US $196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com

**About Vimeo**

Vimeo® is the high-quality online video platform, inspiring the world to share and discover videos worth watching. Vimeo provides creators of all levels professional quality tools to share, publish or sell video — with no interruptive advertising. Vimeo has over 35 million registered members and a global monthly audience of over 160 million people, making it the largest, open transactional VOD platform worldwide. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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