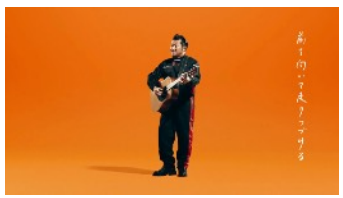
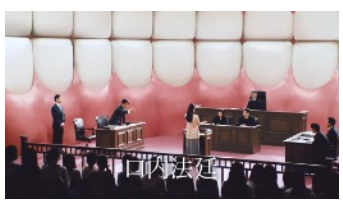
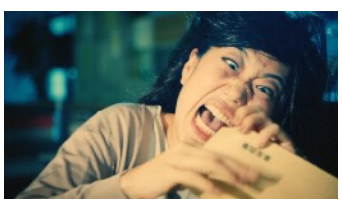
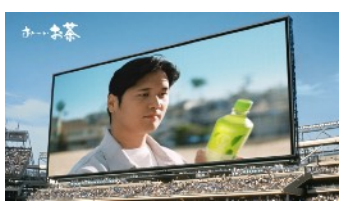
Film director

Shingo Hashimoto

A Tokyo-based commercial film director. He is known for delivering bold, high-impact commercials that combine polished craftsmanship with witty, humorous, and emotionally expressive character portrayals. He has a strong reputation for skillfully balancing clear brand messaging with striking visual impact within tight formats such as 15- and 30-second spots.
At the end of 2023, he began researching video production using generative AI. In 2024, he participated in the launch of two AI-driven video production ventures, and in 2025 became a founding member of the AI video production company “GEN CRAFT.”
Working fluently across both live-action and AI-generated imagery, he continues to challenge and expand the possibilities of creative expression.







Generative AI works