



Directing Team Jams x Bash Joins ArtClass

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The directing team of Jamaal Parham and Bashan Aquart-also known as Jams x Bash-has signed for representation for commercials and branded content with production company ArtClass, the company said.

"We've always looked at commercial, brand, and promo work like mini-movies," said Parham in a statement. "Whether it's sports, fashion, or a beautifully designed product, we love to find the magic in crafting a brand story-and we approach it not just as creatives and filmmakers, but as real consumers and real fans. With [ArtClass Partners] Vincent Peone and Geno Imbriale steering the ship, we get to pursue these opportunities with a team that champions filmmaking and craftsmanship as much as we do."

Over the past decade, Jams x Bash has directed projects for such clients as Adidas, ESPN, HBO, Warner Bros. and Vogue.

The duo have long worked with ArtClass Executive Producer Rebecca Niles, and they recently collaborated on such projects as the MLB's Opening Day campaign, a Team USA Olympics campaign, a spot for Adidas forum and "A Room of Our Own, a one-hour ESPN/Disney special exploring the impact Black athletes have had on social movements. Jams x Bash recently wrapped an episode of the Vogue digital series "73 Questions" with Tavi Gevinson, star of

HBO Max's Gossip Girl reboot.

"My passion for Jams x Bash has no limits," said Niles, also in a statement. "I'm thrilled to be reunited, having known each other from very early on in our careers, and to see how much work and momentum we've already been inundated with, in such a short amount of time. The future is going to be a lot of fun, driving conversations and crafting cultural moving pieces together."

"At the end of the day, Jamaal and I are two friends who share a love of making things and telling stories," added Aquart, "and ArtClass has a family vibe you can't help but get excited about working in this industry, especially one built around such richly diverse cultures and backgrounds. We look forward to adding another layer of experience and perspective to the ArtClass ethos, and with the warmth, imagination, and resources we have on our side, the best work is yet to come for us."

Jams X Bash have been working together since 2011 when they both worked at agency AKA NYC, with Parham serving as head of the content department and Aquart as executive creative director of the agency's creative studio. One of their early projects together was a Times Square-takeover for Broadway show Harry Potter and the Cursed Child.

The Brooklyn-based pair also just directed HBO's new late-night comedy series, *Pause with Sam Jay*, which has been renewed for a second season, and are in development on a feature with *Insecure's* Prentice Penny and Sundial Pictures that stars Kiki Layne, Jermaine Fowler and Jamie Chung.