



Synthetic Pictures adds Michael Paul Jones



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Outdoor adventure and automotive director Michael Paul Jones joins the Synthetic Pictures roster.

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ontana-based director [Michael Paul](#)

[Jones](#) has traveled an adventurous

directing path, from filming vehicles in remote and wild places, to capturing backcountry snowboarding, surfing, and rock climbing, and the many sand dunes, hiking treks, fly fishing and biking trails in between.

Now, he's taking those skills to his new production home, Austin and LA-based [Synthetic Pictures](#). Jones joins Synthetic with an impressive body of directing work, including commercials for clients such as Ford, Toyota, Subaru, Chevy, Nike, New Balance, Patagonia, Yeti, JC Penney and NBC.

"We saw Michael's work and immediately got excited not just about his skills as an automotive specialist, but also about the way he weaves energy and creativity into his storytelling. It's both beautiful and feels totally natural, as if the camera always belonged riding along with that sand surfer or under the water spearfishing. He gives us an eye into what we might not otherwise see and tells the authentic stories of the drivers, athletes and enthusiasts living them," says Synthetic Pictures Executive Producer [Allison R. Smith](#). "Plus, his positive, can-do attitude is just the best!"



“I originally met Allison and Synthetic founding director [Justin Corsbie](#) from working on a Yeti campaign. The Yeti producer thought we should all know each other, and from there, the relationship just took off,” says Jones. “I think there’s a lot of mutual respect for what we’ve each done in the industry and agreement on what we want to do next. Plus, we all prefer to work with people who are both creative problem solvers, and easy to be with.”

Having come up in the camera department, Jones also regularly shoots on high action Hollywood feature films such as *Top Gun Maverick* (2022), *Gemini Man* (2019), and *Bird Box* (2018), and was the Second Unit Director on *Murder at Yellowstone City* (2022) starring Richard Dreyfuss, Gabriel Byrne, Thomas Jane and Anna Camp. He is currently developing a feature that he’s set to direct and produce called *Temperance*, based on the series of books by Matt Prescott of the same name.

Jones began his career in broadcast news, working for ABC, where he won two Emmy’s and a APTRA award for news journalism. He moved to Hollywood shortly thereafter, assisting Tony Scott on the features *Man on Fire*, *Domino*, and *Deja Vu*. He went on to perfect his chosen craft in the camera department, working alongside Paul Cameron and Dion Beebe. Pre-pandemic, he moved to Montana with his wife and young children, to be a stone’s throw away from the mountains, lakes and rivers that make such beautiful settings in his work.