

ABOUT STEVE

Steve Willis is an artist, director, producer, and creative storyteller whose work moves fluidly across film, television, music, photography, live performance, visual art, and immersive experience.

Over the course of his career, Steve has collaborated with some of the most recognizable artists and creative teams in entertainment and fashion. His work has included projects with David Bowie, Bon Jovi, Cyndi Lauper, Joni Mitchell, Alanis Morissette, Mariah Carey, Mary J. Blige, Patti LaBelle, Jinkx Monsoon, and many others. As a director and producer, he has created music videos, documentaries, television, commercials, fashion imagery, and live productions, working both behind the camera and alongside performers to shape strong visual identities and emotionally resonant stories.

His career has also extended into large-scale public and immersive work. Steve has created experiences using water, music, light, projection, architecture, and technology at locations around the world, including Bellagio in Las Vegas, The Dubai Fountain, Wynn Macau, Atlantis The Royal in Dubai, Singapore's Rain Vortex, and projects for Christian Louboutin and Beyoncé.

Alongside his commercial work, Steve maintains an independent visual-art practice encompassing dioramas, found imagery, photography, moving image, murals, and immersive environments. His work often begins with beauty-not simply as decoration, but as a way of changing perspective, creating possibility, and inviting people to see something familiar in a new way.

That same instinct runs through all of his work. Whether directing a performer, developing a documentary, building a miniature world, creating a live experience, or choreographing a monumental public spectacle, Steve is interested in the moment when technique disappears and an audience simply feels something.

His work is connected by curiosity, visual imagination, emotional storytelling, and a belief that beauty has the power to transform how we experience the world.

Music video director

- Mary J. Blige - Give Me You (MCA)
- Mary J. Blige - Seven Days (MCA)
- Mary J. Blige - Everything (Remix) (MCA)
- Patti LaBelle - When You Talk About Love (MCA)
- Jinkx Monsoon - Creep
- Jinkx Monsoon - Bacon Shake
- Jinkx Monsoon - Hold On
- Katya - 12 Days of Christmas
- Ginger Minj - Christma-Hannu-Kwanzaa-Ka
- Jiggly Caliente - Ratchet Christmas (Christmas Queens)
- Sharon Needles - Jingle Bells
- Elvira - Two Big Pumpkins
- Dawn Robinson (En Vogue) - Envious
- Jody Watley - Nightlife
- Chanté Moore - I See You in a Different Light (MCA)
- Jesse Powell - I Wasn't With It (MCA)
- Jesse Powell - You
- Maxi Priest - That Girl (performance) (Virgin)
- The Specials - A Little Bit Me, A Little Bit You (Virgin)
- Jason Nevins - We Want Some... (XYZ)
- Massive Attack - Inertia Creeps (live)
- Gita - Hood Rich
- Deadbolt - You Don't Scare Me
- Havana Brown - We Run the Night (making-of films featuring Pitbull)
- Lady Bunny - Take Me Up High

Fountain choreographer

- Bellagio, Las Vegas - Ecstasy of Gold
- Wynn Macau - Colors of the Wind; Diamonds Are Forever; Always Look on the Bright Side of Life
- Americana at Brand - So Close (2018)
- Atlantis The Royal - Skyblaze Fountain - Jennifer Lopez: Let's Get Loud; Lady Gaga: The Edge of Glory; Emma Peters: Femme Like You
- The Dubai Fountain
- Beyoncé - Atlantis The Royal opening concert, Dubai
- Christian Louboutin - Fashion show

Fashion · Producer

- Peter Lindbergh - W Magazine - Women Are Beautiful
- Steven Klein - Details cover - Robert Downey
- Mario Sorrenti - W Magazine - Louisiana Story
- Michael Thompson - Revlon advertising; W Magazine - Acapulco; W Magazine - Super Models; Eve CD package; Armani campaign; Vogue editorial; W Magazine - Decades; W Magazine - Celebrities; Details cover - Wentworth Miller
- Steven Sebring - Donna Karan City; Tommy Hilfiger H Line; Abra Moore CD package; Mixte Magazine - Heroes; Joe Fresh
- Daniela Federici - Ashanti CD cover; De Beers Diamonds advertising; Anna Nicole Smith calendar
- Cedric Buchet - Hewlett Packard advertising
- Vincent Peters - Dutch Magazine - Puerto Rico
- Carter Smith - W Magazine - Costa Rica; British Vogue - Young Hollywood
- Mikael Jansson - British Vogue - Country

Music / Video · Producer & Special Projects

- David Bowie - Little Wonder - music video, Producer
- Bon Jovi - Sleep When I'm Dead - tour music video, Producer
- Cyndi Lauper - Hey Now (Girls Just Want to Have Fun) - music video, Producer
- Cyndi Lauper - I'm Gonna Be Strong - music video, Producer
- Joni Mitchell - Come In From the Cold - music video, Producer
- Mariah Carey - Anytime You Need a Friend - music video, Producer
- Alanis Morissette - You Learn (Live Version) - music video, Producer
- Pitbull - Electronic EPK

Documentaries & short films

Yma Sumac feature documentary - Director / filmmaker

In development.

Wet Dreams - Director

Documentary feature about the Bellagio fountains in Las Vegas, featuring Rebecca Romijn.

Mother Love Bone - Producer

30-minute film about the band Mother Love Bone.

Crusaders of Science - Director / Producer

Comedic short film about adventures in outer space.

Television

Nobody's Perfect - NBC - Supervising Producer

Makeover reality-show pilot; talent, experts, and location.

Kimora Lee Simmons - VH1 - Field Producer

Filmed at Baby Phat as Kimora prepared for her reality runway-show pilot.

The Bachelor - ABC - Associate Producer

Casting special and New York talent management.

Nerve.com - HBO - Field Producer

One-hour reality television pilot.

Martha Stewart Living - Assistant Director

Multi-camera studio production.

Improv Everywhere - NBC - Associate Producer

Secured talent and appeared on camera for the pilot.

Live Performance / Theater

- The Legend of Yma Sumac - Off-Broadway, 2018 - Creator / Director; sold-out live documentary
- YMA LIVE - Creator, Writer & Director - immersive theatrical project in development

Art

Paintings, altered portraits, and diorama.

Career low points

Counter attendant, Candy Casa · Wedding DJ, Record Rovers · Waiter, Café Mambo · Crack-of-dawn doughnut maker, Anderson's Bakery · Shelf restocker, Coronado Pharmacy