

# DANIEL SMALES

FESTIVAL DIRECTOR

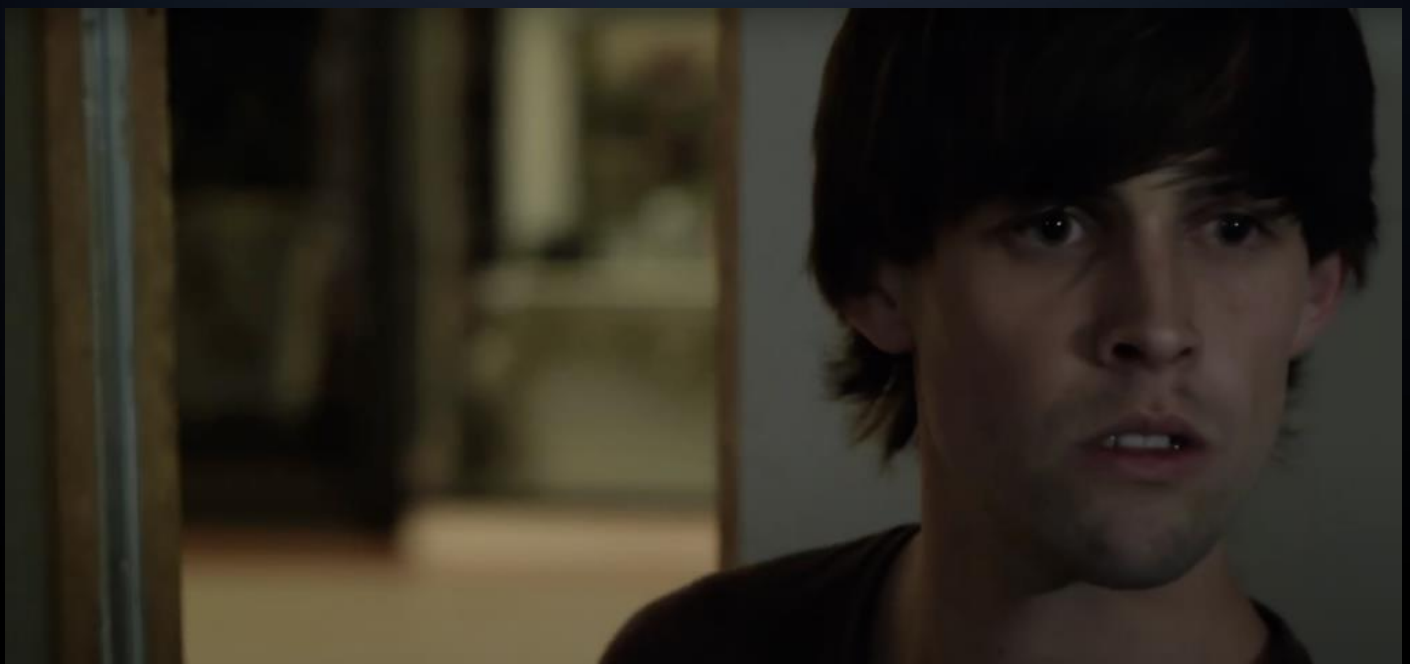
GLOWFLARE  
**HORROR**  
FILM FESTIVAL

As the driving force behind the Glowflare Horror Film Festival, Daniel Smales brings a broad range of experience and a genuine passion for filmmaking. Born and raised in Hull, East Yorkshire, Daniel's journey in the creative arts began with a background in musical theatre, which he studied at Trinity Laban Conservatoire of Music and Dance. However, his interests have always extended beyond the stage, encompassing a deep love for both acting and filmmaking. Daniel has worked in various capacities within the industry, including roles in independent films. These projects, along with his continued work as an actor, have helped him develop a vision of understanding the craft, both in front of and behind the camera.

His work across various festivals such as the Romford Horror Festival, Romford Film Festival, and East London LGBTQ+ Film Festival demonstrates his dedication to supporting independent filmmakers and promoting diverse storytelling. His ongoing involvement with these festivals ensures he remains connected to the world of independent cinema, continuing to inspire and nurture new talent as a judge and supporter.

## Death Walks

Death Walks is a zero-budget horror feature film directed by Spencer Hawken. The story revolves around a group of people trapped overnight in a shopping mall, facing a sinister presence. Daniel played the role of Steve, a shop assistant who finds himself in the middle of this suspenseful scenario. The project was particularly notable for its creative filmmaking approach, relying entirely on volunteers and limited resources to bring the horror to life.



## No Reasons

In No Reasons another feature film, Daniel takes on the role of Kevin, a determined journalist who finds himself drawn into a deeply unsettling and harrowing investigation. As Kevin uncovers a web of dark secrets, he becomes entangled in a disturbing and increasingly dangerous story, one that challenges not only his professional integrity but also his personal morality. This gripping psychological thriller is directed by Spencer Hawken.



## Commercial and Corporate Work

Beyond film, Daniel has contributed to various commercial and corporate projects. He appeared in a commercial for the Gogodoc, which promotes on-demand healthcare services. His role in this commercial helped communicate the app's innovative approach to healthcare accessibility. Additionally, Daniel worked with the Financial Conduct Authority (FCA) on corporate videos aimed at educating on financial matters and data leaks. He also featured in a Hyundai commercial, demonstrating his versatility across different media.

## Vision for the Festival

As the festival approaches its first edition, Daniel's goal is to create an inclusive event that fosters a sense of community among filmmakers. While balancing his commitments as an actor, Daniel remains passionate about ensuring the festival is a space where independent filmmakers can share their stories and connect with audiences, offering a platform that celebrates creativity and diverse voices.

## Follow on Social Media

Follow Daniel on social media: [@danielsmales](#)

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