



# MARVEL/HYUNDAI - 'LOKI'

Production Designer - Jamie Lapsley

Art Director



The concepts and delivery of the sets and props for this spot were done in extremely short order, roughly 6 working days from initial pitch to shoot. Luckily the feedback from Marvel and the director to the initial concept art was positive - and we locked into a "Natural History Museum" style diorama for Loki to appear in.

Once the overall concept was chosen the background artwork was roughed out in PS and handed off to our scenic artist Nigel Hughes to block in (I did also get the brush out for some alterations - first bit of scenic in an age!!!!)

Construction was led by Art Director Angel Parmar and her team, as well as sourcing suitably moth eaten taxidermy mountain lions - with the finishing touch of 'sabreteeth' to get our sabretooth tigers up to scratch.

Props also built another Tesseract to provide interactive lighting (accidental career goal for our propmaker Andrew Martin).

LOKI LANDSCAPE  
JAMIE LAPSLEY 10/5/21

WINDOW  
PROPORTIONS







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2022 Hyundai Tucson Limited (non-US model) with optional features shown.



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