

# LEGO

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## STATEMENT:

### Brief:

The commercial brief focuses around our hero character Nina who is of Asian descent and lives in Colorado USA. Nina wants to break barriers, she is very much inspired by science and space exploration. We follow her journey from a young girl in her room building and designing LEGO through to her visiting the NASA museum where she meets 2 inspiring astronauts, she shows them her LEGO Rover Design. The spot ends with Nina making it to space as an astronaut herself walking on planet Mars with a Rover she has probably designed.

### Sets:

- Ninas Bedroom
- Ninas Living Room
- NASA Museum
- MARS Landscape

### Challenges:

The challenges faced with this production was mainly figuring out how to incorporate virtual production (VP) into the spot. Working with VP was a first for me which made it all the more exciting, I was heavily involved in designing the virtual sets. The aim was to design all the sets virtually and extend them with minimal physical elements, however very early on in prep it was obvious that this approach was not going to work as there were too many physical elements the character interacted with and there was plenty of movement within the space. So VP was incorporated but only as a backdrop, which of course still needed plenty of design.

It was great fun working on Ninas bedroom set as there was so much detail in creating a young aspiring astronaut's bedroom who would eventually end up walking on Mars. Planet Mars was equally a really fun set and this is where virtual production really thrives, when you are working on a vast landscape set with a distant horizon, VP really does deliver for these kind of set ups.

### Visuals:

I approached this brief using film references as we wanted to achieve a very cinematic commercial. Lots of textures, vibrant colour palettes for the interiors which mirrors really well the world of LEGO.

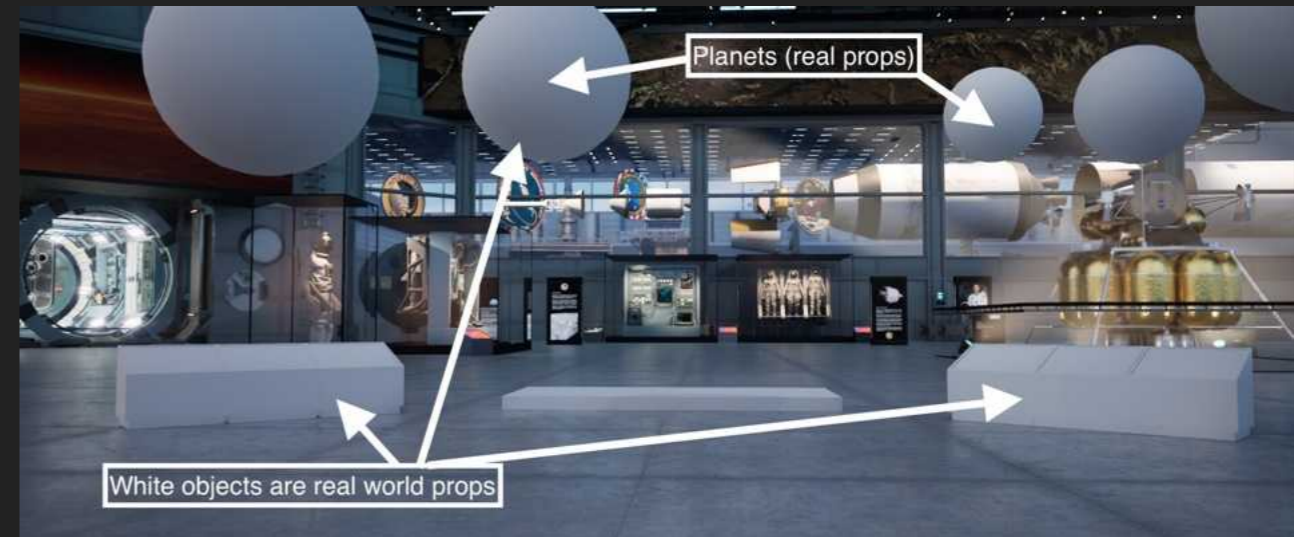
This was a fantastic job to be a part of, none of it would have been possible without our construction team, prop team on set and wonderful buyer. Of course a big shoutout to the VP artists who I collaborated with so closely to create and design the sets that appear on the screens.

# NASA SPACE STATION SET REFERENCES FOR VP BACKGROUND



# NASA SPACE STATION SET

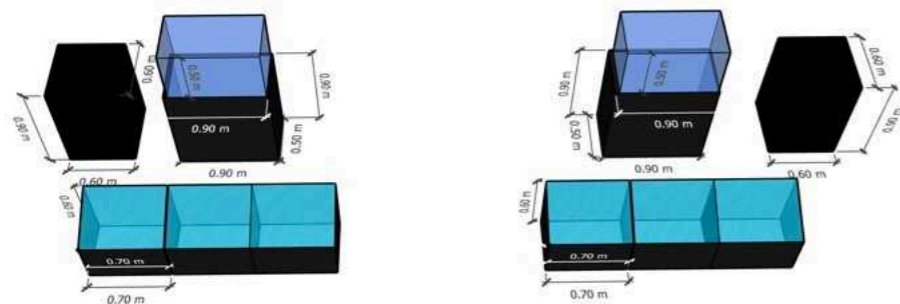
## VP Background Design Phase



Physical objects on set:

BTS STILLS

### Bespoke Display Designs



Miniature rockets

Rocket part



Planets suspended from the ceiling



Helmet

Old newspaper clippings

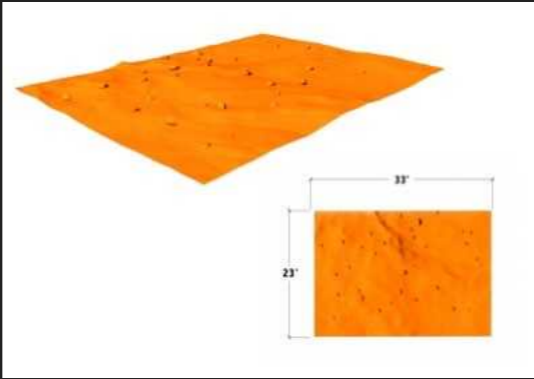


Moonrocks



# MARS LANDSCAPE / REFERENCES

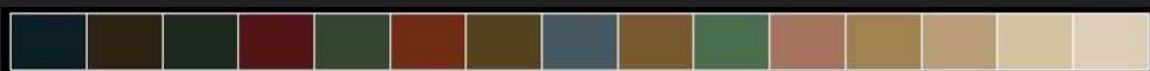
## REFERENCES



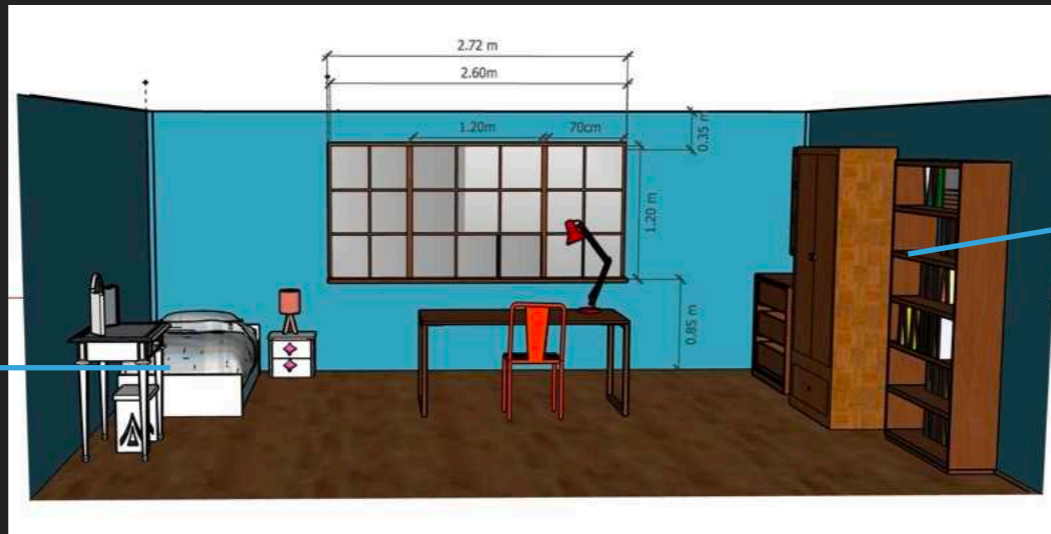
## BUILD DAY



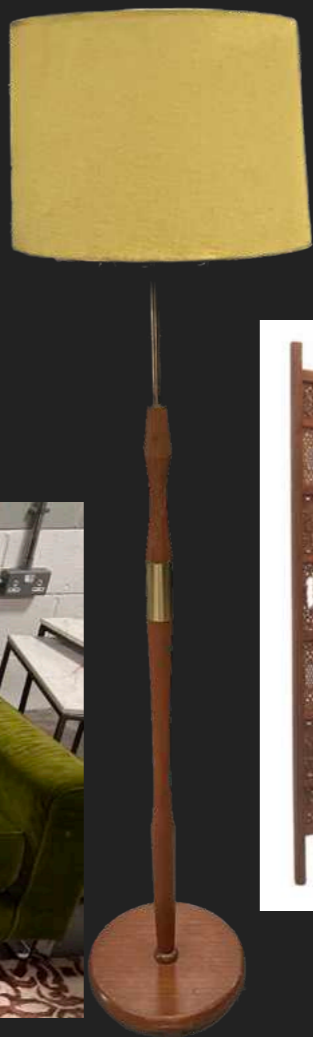
# BEDROOM SET / REFERENCES



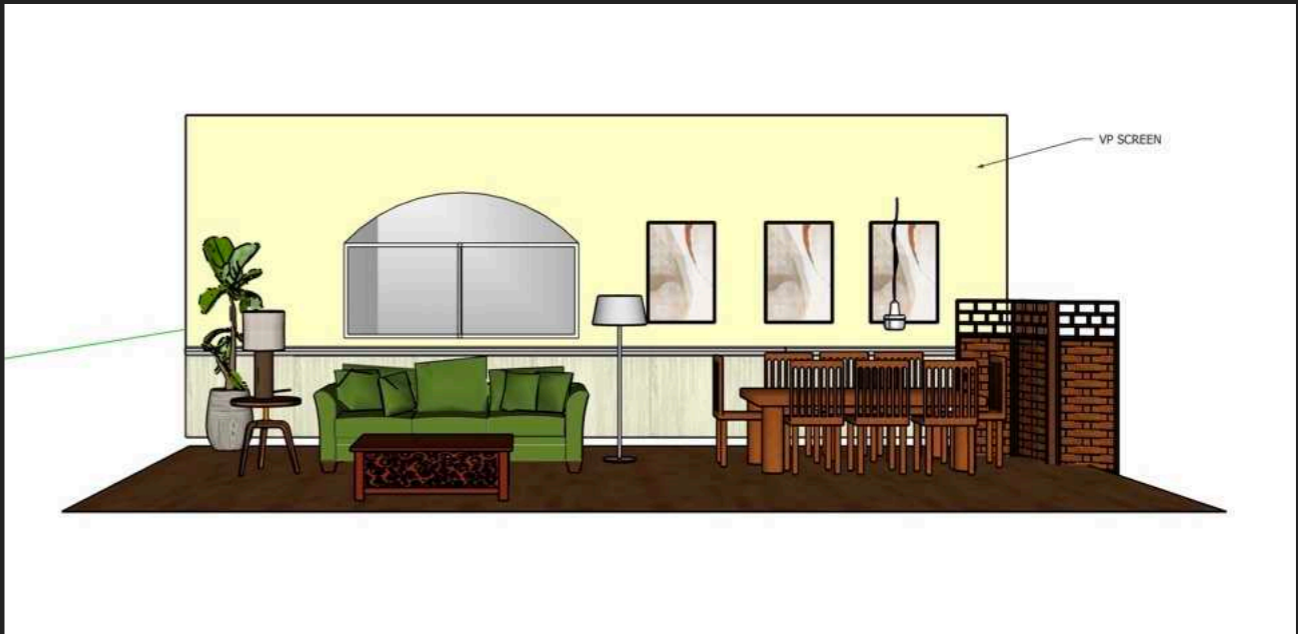
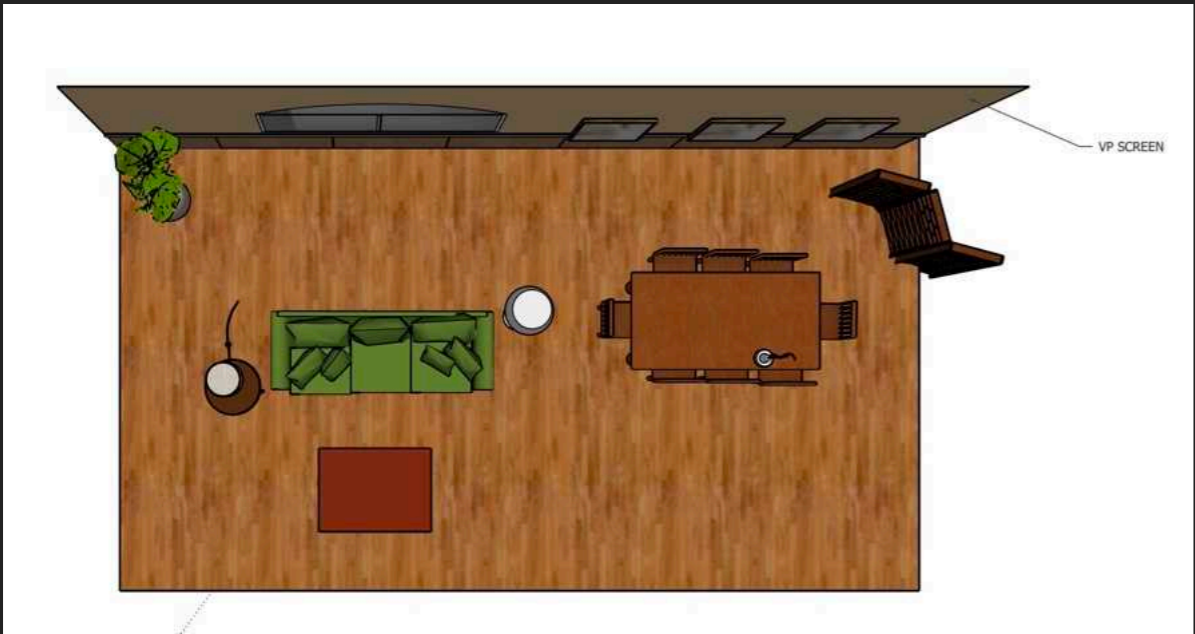
# BEDROOM SET / BTS STILLS



# LIVING ROOM DRESSING REFERENCES

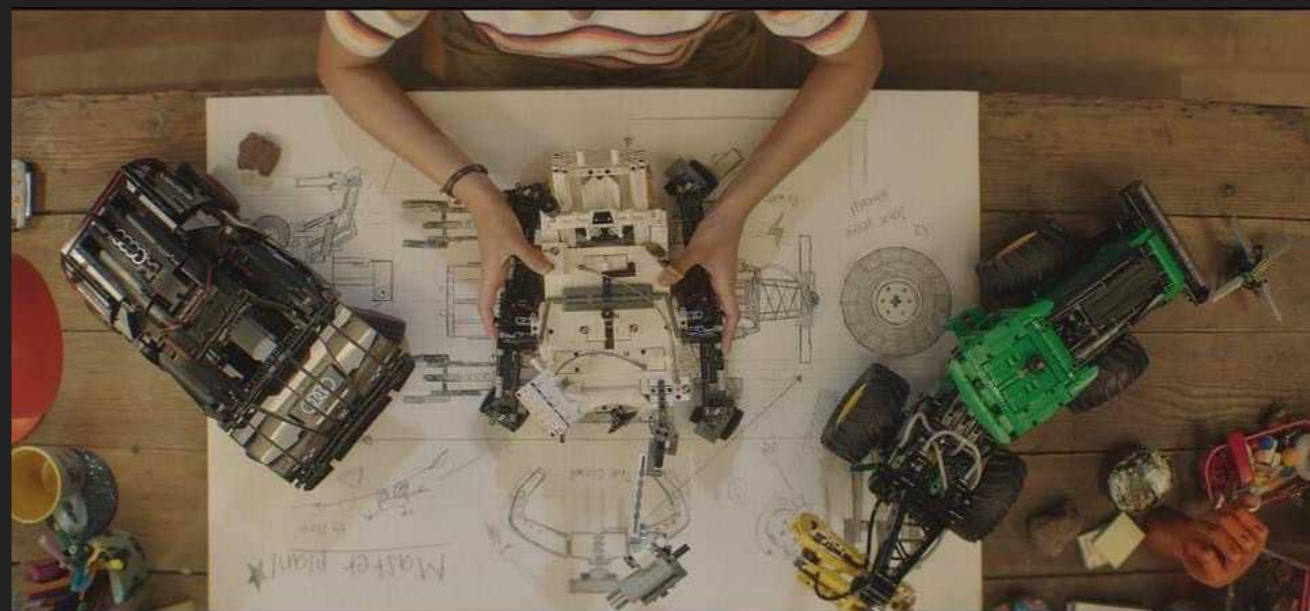


# LIVING ROOM FLOOR PLAN & CONCEPT ART





# STILLS FROM THE FINAL COMMERCIAL



# STILLS FROM THE FINAL COMMERCIAL

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