
CHRIS LATEGAN

ART DIRECTOR

Crafting Immersive Worlds Through Visual Storytelling

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- Over **2 decades of experience** as an **Art Director, Set Decorator and Props Master** on major local and international productions.
 - Seasoned in **art direction workflows**, including **budgeting, scheduling, and resource allocation**, ensuring all creative goals are met within time and cost constraints.
 - Experienced in **supervising set design, scenic construction, and prop fabrication** from sketch to shoot.
 - Skilled at developing **concept boards, mood references, and visual treatments** that guide the entire art department.
 - Deep familiarity with **Cape Town's production ecosystem**, including suppliers, studios, and crew agencies.
 - Proficient with **digital creative tools** and **design workflows**.
 - Demonstrated ability to **translate creative briefs into actionable, budget-aligned plans** for producers and directors.
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COORS – SLOW MONDAYS

Production: Migrate Films

Year: 2024

Role: Art Director

★ Featured during Super Bowl broadcast - one of the most-watched advertising slots globally

This high-profile commercial campaign featured an immersive neon-lit environment with **dynamic lighting design**. The set creates an energetic, contemporary atmosphere with vibrant colour contrasts and **innovative spatial composition**.

The design transforms the room into an **engaging, visually striking space** that captures attention and conveys brand energy and vitality.



VOLKSWAGEN

Production: MR Film

Year: 2025

Role: Art Director

This automotive commercial features atmospheric outdoor set design with **sophisticated environmental storytelling**. The project showcases the creative use of dramatic lighting to establish mood and enhance the vehicle's presence within the scene.

The design approach creates a nocturnal setting that supports the careful **orchestration of light and shadow**, creates visual depth and brings emotional resonance within the commercial environment.



FATAL SEDUCTION

Platform: Netflix

Year: 2023

Role: Set Decorator



This prestige television series required **sophisticated interior environments** that conveyed elegance, luxury, and psychological depth. The set decoration approach emphasized **elegant furnishings and atmospheric lighting design** to support the dramatic narrative,

Every detail was carefully curated to create spaces that felt lived-in and **authentic, while maintaining visual sophistication**. The design supported character development and narrative tension through environmental storytelling.

SAFTA Nominations (2024): Best Television Drama and Best Actress in a Television Drama. The series achieved Netflix Global Top 10 status for two consecutive weeks in July 2023.

ASICS - NOVABLAST

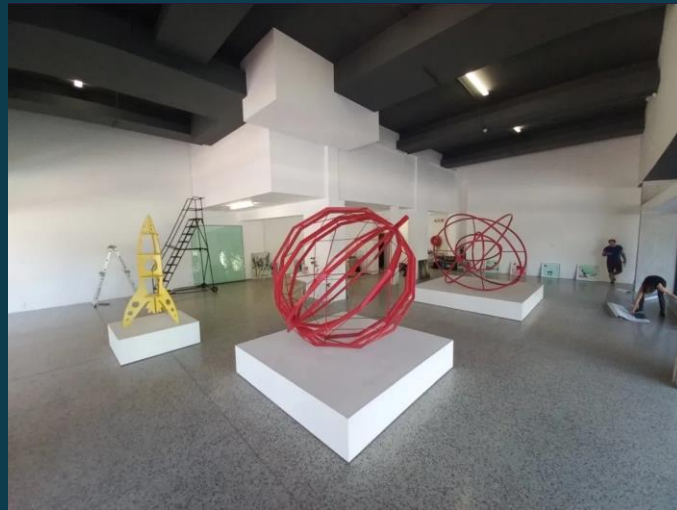
Production: Cyclone Films

Year: 2022

Role: Art Director

This dynamic commercial project showcased **bold geometric set design** with vibrant sculptural elements. The environment features striking spatial composition with contrasting materials, dynamic colour blocking, and innovative architectural forms that create visual interest and energy.

The design approach emphasized **structural clarity and visual impact**, using geometric forms and colour contrast to create an engaging, contemporary aesthetic that aligns with the brand's dynamic identity.



BASHAR

Production: The Fisher Agency

Year: 2018

Role: Art Director

This innovative short film project featured a futuristic stage environment with **cutting-edge lighting design and sculptural elements**. The set design created an otherworldly aesthetic that elevated the narrative and captured the viewer's imagination.

The design emphasized innovative lighting solutions and dynamic spatial composition, using **contemporary forms and atmospheric effects** to create a compelling visual experience that complemented the film's creative vision.

★ Nominated: Middle East and North Africa Broadcast Awards, 2019 – Best Series Design



TWO MINUTES

Production: Mad Little Badger

Year: 2023

Role: Art Director

This minimalist nursery interior evokes **serenity and warmth** through natural light, organic textures, and a restrained palette.

The set design focuses on balance, blending mid-century forms with handcrafted detail to create a believable domestic space that supports the story's emotional arc. **Soft daylight diffusion and authentic décor** choices reinforce a quiet, lived-in authenticity.



T2

Production: With Milk

Year: 2025

Role: Art Director

This contemporary commercial design combines large-scale structural geometry with bold chromatic contrasts. **Built for dynamic motion and VFX integration**, the modular pink platforms and greenscreen composition showcase precise engineering and spatial choreography.

The design balances **visual energy and technical efficiency**, allowing performers and camera to interact seamlessly within an imaginative environment.



RESTONIC - TO THE STARS

Production: And

Year: 2021

Role: Production Designer

This ambitious commercial project featured a **space-themed environment** with meticulous attention to detail. The set design included a lunar landing recreation with authentic lunar environments, creating an immersive and visually compelling narrative.

The production design approach emphasized technical accuracy and visual storytelling, **combining practical set construction with atmospheric lighting** to transport viewers to an otherworldly setting that captured the imagination and wonder of space exploration.

◆ Shortlisted in the Loerie Awards under 'Craft / Production Design'



PONGRATZ

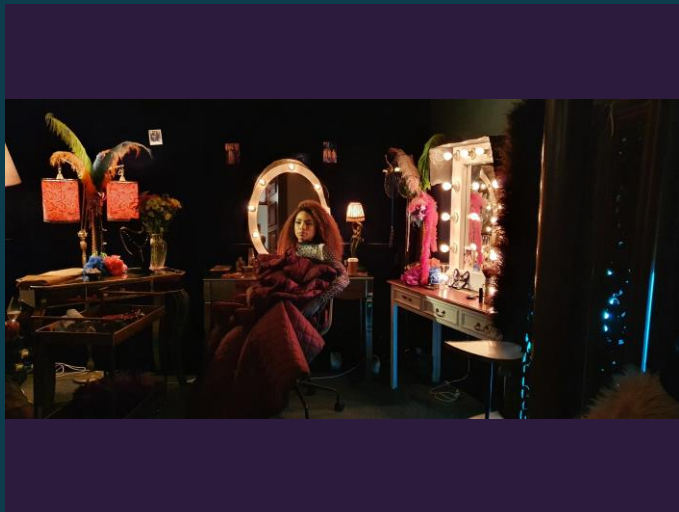
Production: Rudeboy

Year: 2021

Role: Art Director

This This moody backstage environment captures the **tension and vulnerability** of performance life. The set blends theatrical textures, soft incandescent lighting, and rich, tactile details to create intimacy and atmosphere.

Every prop, from the vanity bulbs to the ornate feathers, contributes to a layered sense of realism and emotional tone. The result is a **cinematic portrait of stillness amid spectacle**.



LET'S CREATE

Every project brings unique challenges, opportunities, and the chance to craft something extraordinary. I'm passionate about collaborating with visionary directors and creative teams to bring compelling stories to life through thoughtful, innovative production design.

Whether you're developing a feature film, television series, commercial campaign, or music video, I'm here to help transform your creative vision into immersive visual worlds that captivate audiences and elevate your narrative.

Ready to discuss your next project?

www.chrislategan.com