

WHY WE DO IT!!

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MICHAEL GOODWIN, PRODUCTION DESIGNER

Because it's fun to invent places which don't exist: although Arby's Restaurants was producing a commercial for their new concept restaurants, we were three weeks from shooting and they didn't know what it was supposed to look like. So we made it up.

Because it's even more fun to blow things up! Designing the sequence of explosions for a FORD TRUCK job so that they would follow the camera movement but avoid knocking the helicopter out of the sky!

Because its rewarding to make things look their best. Sometimes really good products only shine when they are in the right ambience.

Because it's challenging to build things in foreign countries. We rebuilt parts of the Star Wars sets in Buenos Aires under supervision of Lucas Films, and as we started shooting, I was stuck in a column, trying to repair last-minute light leaks. But the sets looked great.

Because you learn new things every day. You learn how to build a bridge across a river in a week; how to organize impossibly challenging logistics; and to do your best to always be prepared for the worst!

Because you get to meet interesting people, like the original Colonel Sanders!



DEADLINE!



KA-BOOM!



DEADLINE!



May The Force be with you!

