

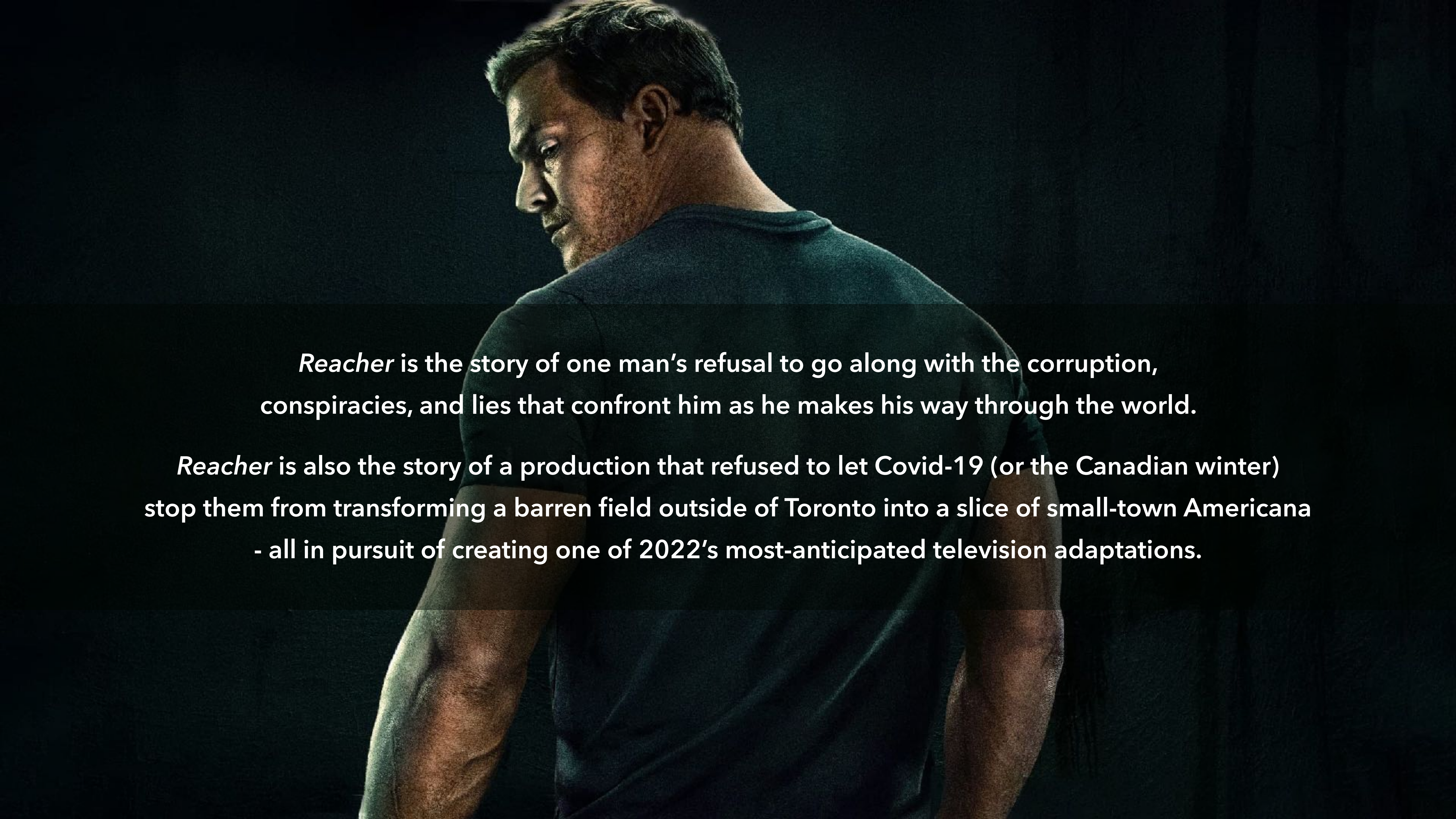
FOR CONSIDERATION BY THE  
**ART DIRECTOR'S GUILD**

AMAZON ORIGINAL

# REACHER

PRODUCTION DESIGNER

**PATRICIO M. FARRELL**



*Reacher* is the story of one man's refusal to go along with the corruption, conspiracies, and lies that confront him as he makes his way through the world.

*Reacher* is also the story of a production that refused to let Covid-19 (or the Canadian winter) stop them from transforming a barren field outside of Toronto into a slice of small-town Americana - all in pursuit of creating one of 2022's most-anticipated television adaptations.



WELCOME TO THE TOWN OF  
**MARGRAVE**  
GEORGIA

## WELCOME TO MARGRAVE

“Our original plan in the summer of 2020 was to shoot on location in a real Georgia town, but due to the pandemic, we pivoted to Toronto, where there were fewer COVID-19 cases and where we would be able to build a replica Georgia town – and fully control it...”

Drew Brown, EVP Production, Skydance Media  
*Hollywood Reporter* June 7, 2022

# MARGRAVE: CANADA'S NEWEST BACKLOT



- SCOUTED, DESIGNED, & BUILT FOR REACHER
- 23 ACRE TOWN LOCATED ON 90 ACRES OF UNDEVELOPED & RURAL LAND
- 30 STORES & SHOPS
- EXPANDABLE
- BUILT-IN SWING SET SPACES
- FULL SUPPORT CAPABILITY FOR CAST & CREW



# MARGRAVE SITE PLAN

SYMBOL	BUILDING NAME (BLDG NUMBER):
<b>A</b>	MARGRAVE TOWN HALL (BLDG #01)
<b>B</b>	BARBER SHOP (BLDG #07)
<b>C</b>	CEMETERY (BLDG #1D)
<b>D</b>	MARGRAVE DINER (BLDG #15)
<b>E</b>	GAS STATION (BLDG #16)
<b>F</b>	MARGRAVE POLICE DEPT (BLDG #36)

BLDG #	BUSINESS TYPE / NAME:
01	MARGRAVE TOWN HALL
10	CEMETERY
02	BANK
03	TRIPLE SOUTH SAVINGS & LOAN
04	HAIR SALON
05	THE BAKE EVENT
06	RETAIL STORE
07	EVELYN'S APPAREL
08	FARM SUPPLY
09	FEED & SEED
10	ICE CREAM
11	ALITY NET'S ICE CREAM SHOP
12	LANDSCAPING SERVICE
13	ENGIS OUTDOOR LIVING & LANDSCAPE DESIGN
14	HARDWARE
15	CROWN HARDWARE
16	BARBER SHOP
17	TOWN 'N' MAIN FRESH
18	FIVE & DIME
19	ONE-STOP DRUGS & SUNDRY FIVE & DIME
20	ACCOUNTANTS OFFICE
21	ELECTRONIC SUPPLY
22	FIRST CHOICE
23	SHOES, SPECIALTY CLOTHING
24	SOUTHWEST COMFORT & DRY CLEAN, MEN'S MEAS SHOP
25	TOBACCO STORE/ TOBACCO/ST (GR FL)
26	RESIDENTIAL PHAL'S APARTMENT (2ND FL)
27	PLUMBING & HVAC
28	STRANGLER FLOOR
29	MARGRAVE REAL ESTATE
30	BOOKSTORE
31	PAPE & PAPER USED BOOKS
32	INSURANCE
33	PLATINUM SURETY & LIFE
34	CARPET & FLOORING SUPPLY
35	FRANCHISE
36	TBD
37	BUILDING SUPPLY
38	MECHANICAL & PLUMBING SUPPLY & SUPPLY
39	RESTAURANT
40	MARGRAVE GREEK
41	GAS STATION
42	FARM STAND
43	LAUNDRY
44	VEHICLE SERVICES
45	FLATLEY REPAIR, AUTO PARTS
46	LIQUOR STORE/ CLOWNISH WINE & SPIRITS (GR FL)
47	TOWN NEWSPAPER/ MARGRAVE GAZETTE (2ND FL)
48	ANTIQUE STORE
49	MARY & GRACE'S ANTIQUES
50	LOCKSMITH SERVICE
51	WE PICK U
52	PHARMACY
53	SIDE ENTRANCE TO LEGAL OFFICE
54	LOGGIE, DOUGLAS ATTORNEY AT LAW
55	BAKERY
56	CRUMBLE'S COFFEE & BAKED GOODS
57	RESTAURANT
58	JAFARETTE BAR AND GREEK
59	FLOORS
60	STEIN & PETAL FLOYD ARRANGEMENTS
61	GROCERY STORE
62	BUY N SAVE
63	RESIDENCE
64	GAZZERO
65	MONUMENT
66	MARGRAVE POLICE DEPARTMENT
67	GREEN SCREEN
68	GREEN SCREEN
69	GREEN SCREEN



P1 MARGRAVE TOWN SITE PLAN  
SCALE: 1/64" = 1'-0"

NTS

# FROM THUMBNAIL TO WORKING SITE



# WINTER ARRIVES - CONSTRUCTION CARRIES ON





# CREATING A LASTING IMPRESSION



- STRUCTURES DESIGNED & BUILT W/STEEL REINFORCED SHELLS FOR LONGEVITY.
- ALL STRUCTURES HAVE CONCRETE PADS.
- DUE TO EXTREME COLD SPECIAL AGENTS ADDED TO CONCRETE MIX TO ALLOW PROPER SET & CURE.
- PADS REQUIRED SPECIAL WARMING BLANKETS TO MAINTAIN PROPER CURING TEMPERATURES AND DRY CONDITIONS FOR AT LEAST ONE WEEK.

# AERIAL VIEW OF SITE IN-PROGRESS



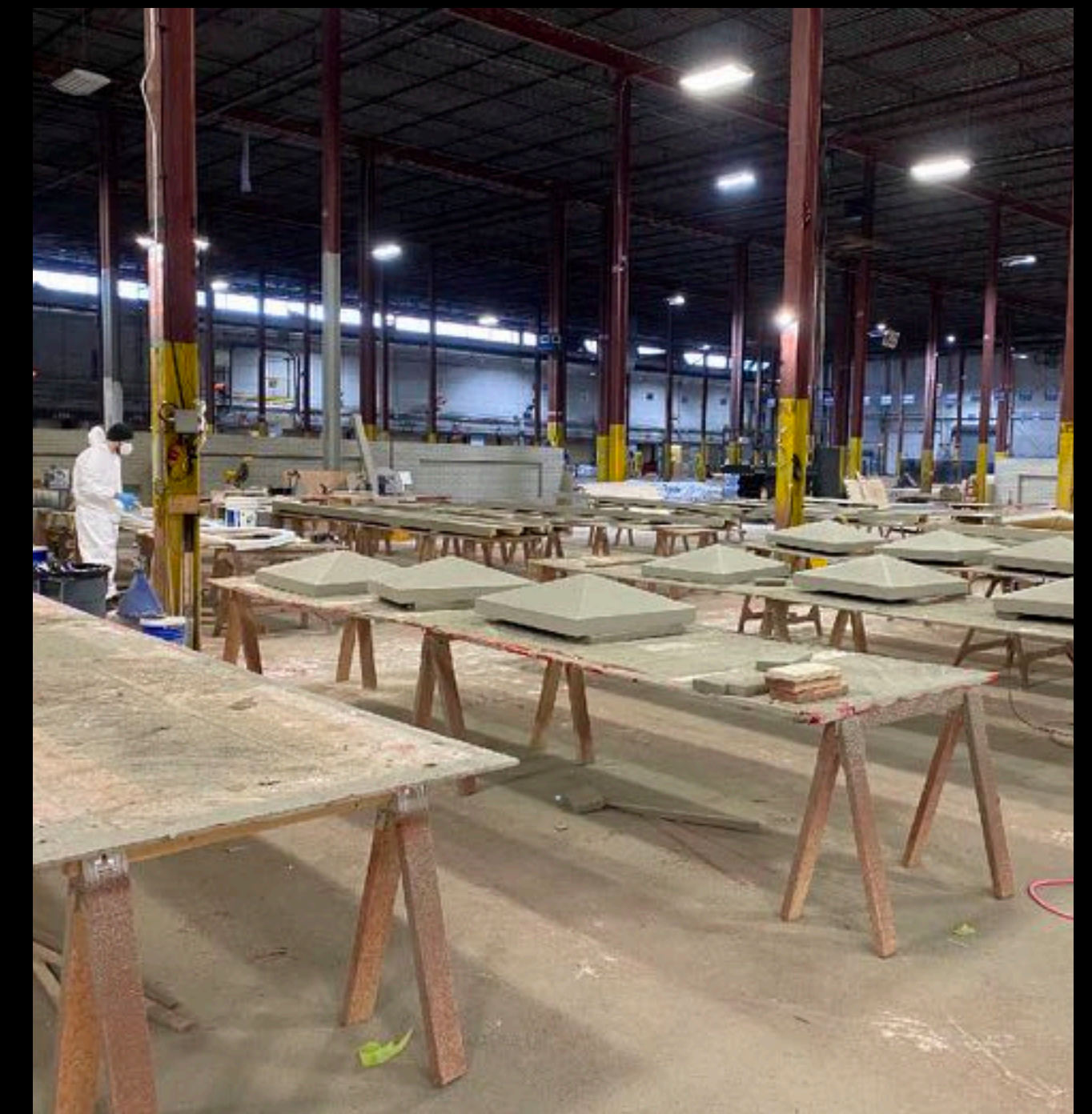
# MAIN STREET MARGRAVE: CONSTRUCTION PROCESS



# MAIN STREET MARGRAVE: CONSTRUCTION PROCESS



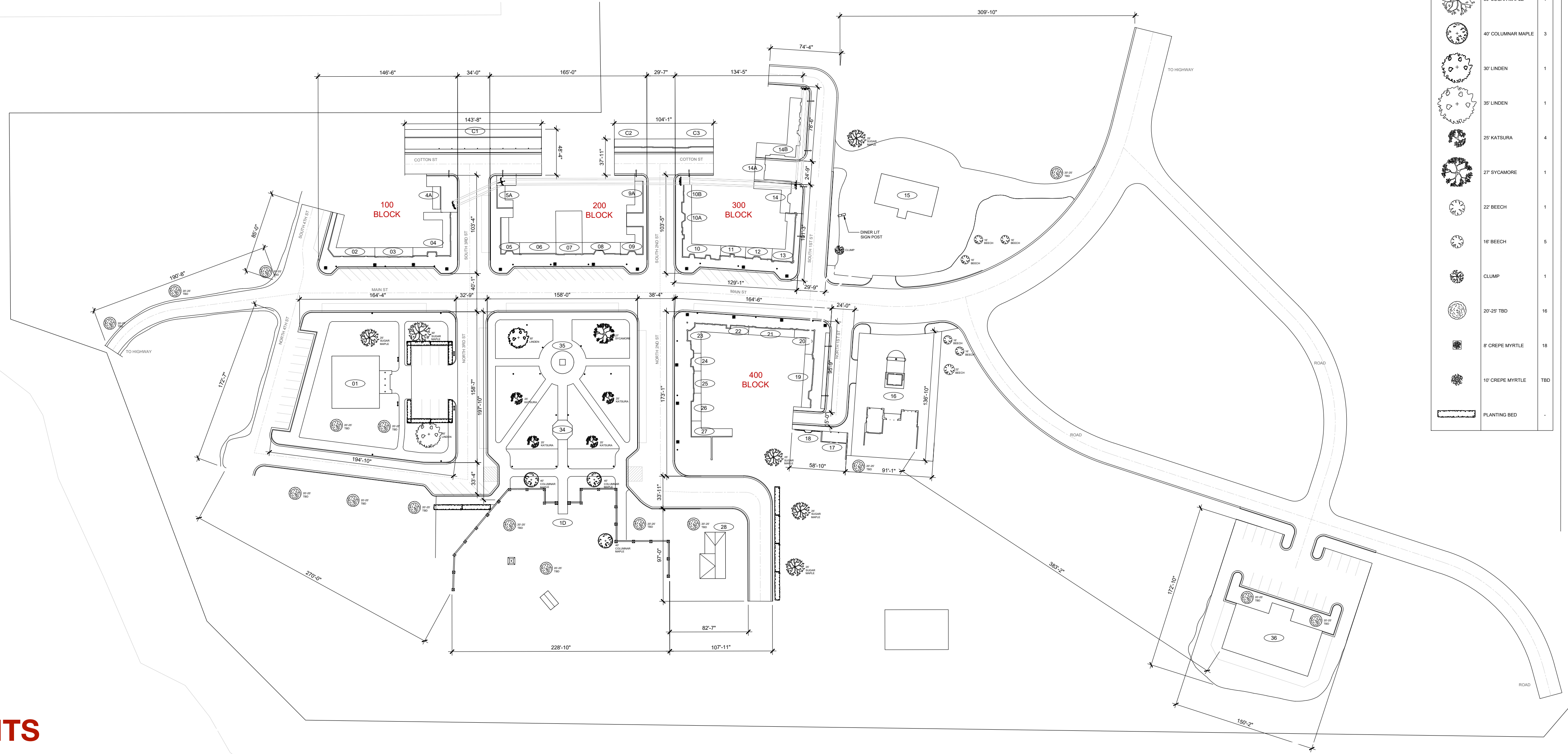
# MAIN STREET MARGRAVE: CONSTRUCTION ALLEY & THE MILL



# MARGRAVE TREE & PLANT SCHEDULE

• OVER 100 MATURE TREES SELECTED, MOVED, AND REPLANTED

• HUNDREDS OF SHRUBS, BUSHES, AND SMALL TREES PLANTED & MAINTAINED



TREE LEGEND		
SYMBOL	TREE NAME	QTY
	25' SUGAR MAPLE	5
	30' SUGAR MAPLE	1
	40' COLUMNAR MAPLE	3
	30' LINDEN	1
	35' LINDEN	1
	25' KATSURA	4
	27' SYCAMORE	1
	22' BEECH	1
	18' BEECH	5
	CLUMP	1
	20'-25' TBD	16
	8' CREPE MYRTLE	18
	10' CREPE MYRTLE	TBD
	PLANTING BED	-

BUSINESS LEGEND	
BLDG #	BUSINESS TYPE / NAME
01	MARGRAVE TOWN HALL
1D	CEMETERY
BANK	TRUE SOUTH SAVINGS & LOAN
03	HAIR SALON/ THE MANE EVENT
04	RETAIL STORE/ EVELYN'S APPAREL
4A	FARM SUPPLY/ FEED & SEED
05	ICE CREAM/ LUNTY NET'S ICE CREAM SHOP
5A	LANDSCAPING SERVICE/ DIGGS OUTDOOR LIVING & LANDSCAPE DESIGN
06	HARDWARE/ CROWN HARDWARE
07	BARBER SHOP/ TOWN SQ. BARBERSHOP
08	FIVE & DIME/ DAISYBELLE DRUG & SUNDRY FIVE & DIME
09	LEGAL OFFICE/ JOSH S. BIBULD ATTORNEY AT LAW
9A	ELECTRICAL SUPPLY/ FIRST CHOICE
10	DECOR, SPECIALTY CLOTHING/ SOUTHERN COMFORT & CHARM, MERLS MENS SHOP
10A	TOBACCO STORE/ TOBACCONIST (GR FL) RESIDENCE/ FINLAY'S APARTMENT (2ND FL)
10B	PLUMBING & HVAC/ STRAIGHT FLUSH
11	MARGRAVE REAL ESTATE
12	BOOKSTORE/ PAGE & PULP USED BOOKS
13	INSURANCE/ PLATINUM SURETY & LIFE
14	CARPET & FLOORING SUPPLY/ PINNACLE
14A	TBD
14B	BUILDING SUPPLY/ MCLEAN & SONS BUILDING & LUMBER
15	RESTAURANT/ MARGRAVE DINER
16	GAS STATION
17	FARM STAND
18	LAUNDRY
19	VEHICLE SERVICES/ FLATLEY REPAIR, AUTO PARTS
20	LIQUOR STORE/ CLOWNFISH WINE & SPIRITS (GR FL) TOWN NEWSPAPER/ MARGRAVE GAZETTE (2ND FL)
21	ANTIQUA STORE/ MARY & GRACE'S ANTIQUES
22	LOCKSMITH SERVICE/ WE PICK U
23	PHARMACY
24	BAKERY/ CRUMBLE'S COFFEE & BAKED GOODS
25	RESTAURANT/ LAFAYETTE BAR AND GRILL
26	FLORIST/ STEM & PETAL FLORAL ARRANGEMENTS
27	GROCERY STORE/ BUY 'N SAVE
28	RESIDENCE
34	GAZEBO
35	MONUMENT
36	MARGRAVE POLICE DEPARTMENT
C1	GREEN SCREEN
C2	GREEN SCREEN
C3	GREEN SCREEN

NTS

# MARGRAVE TREE INSTALLATION



# MAIN STREET MARGRAVE: CONSTRUCTION PROCESS





# MAIN STREET MARGRAVE: A GRAPHIC TOUCH

TOBACCONIST



REVISED FEB 24

NEON / VINYL WRAP  
HANGING PLYWOOD SIGN

NEON OPTIONS:



MARGRAVE DINER



EAT SIGN  
NEON  
SIZE: 1'-9 1/2" x 3'-3"  
QTY: x1  
NEON OPTIONS:



HERO MARGRAVE DINER SIGN  
ALL PAINTED  
SIZE: 18' x 3'



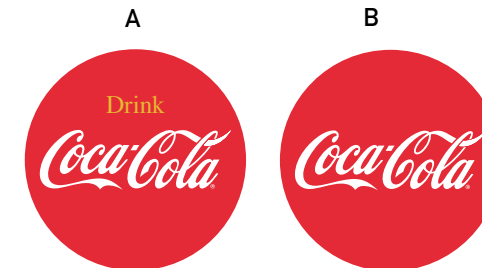
BREAK LINES

BREAK LINES

BENJAMIN MOORE COLOURS -  
A la Mode 2109-70  
Arroyo Red 3065-0

MARGRAVE DINER

PMS 484 IS THE  
PANTONE COLOR  
ALL COKE GFX PROVIDED BY COKE



HEAT SHRINK VINYL WRAP ON MDF  
COCA-COLA SIGN  
QTY: x2  
SIZE: 3'-6"



# MARGRAVE TOWN SQUARE: CONCEPT RENDERING



# MAIN STREET MARGRAVE: REALIZED BACKLOT



# MAIN STREET MARGRAVE: REALIZED BACKLOT



# MARGRAVE TOWN SQUARE: REALIZED BACKLOT



# MAIN STREET MARGRAVE: CONCEPT RENDERING



# MAIN STREET MARGRAVE: REALIZED BACKLOT



# MAIN STREET MARGRAVE: REALIZED BACKLOT





# MARGRAVE ON FILM



# MAIN STREET MARGRAVE: REALIZED BACKLOT



A police officer in a dark uniform is aiming a handgun in a diner setting. The diner has a wood-paneled wall, a bar with stools, and a menu board. The lighting is warm and ambient.

## SLIDE INTO THE MARGRAVE DINER

The Margrave Diner is our first introduction to the people, culture, and police of Margrave. As such we wanted to draw on the rich visual history of diners and small-town restaurants that still dot the southeastern United States.

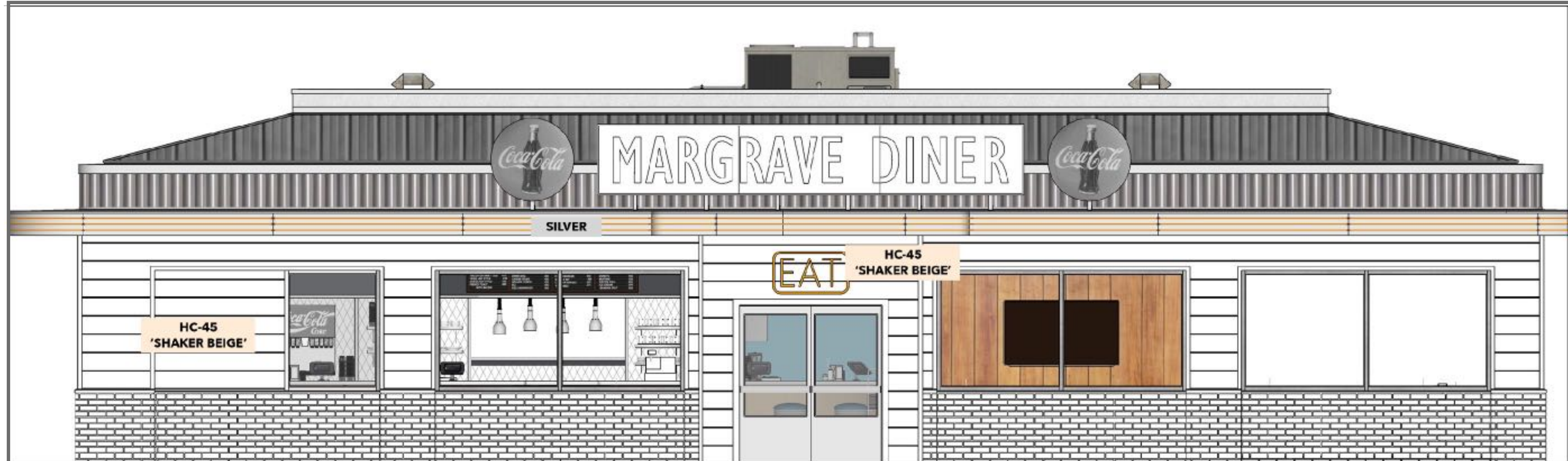
# MARGRAVE DINER: REALIZED EXTERIOR



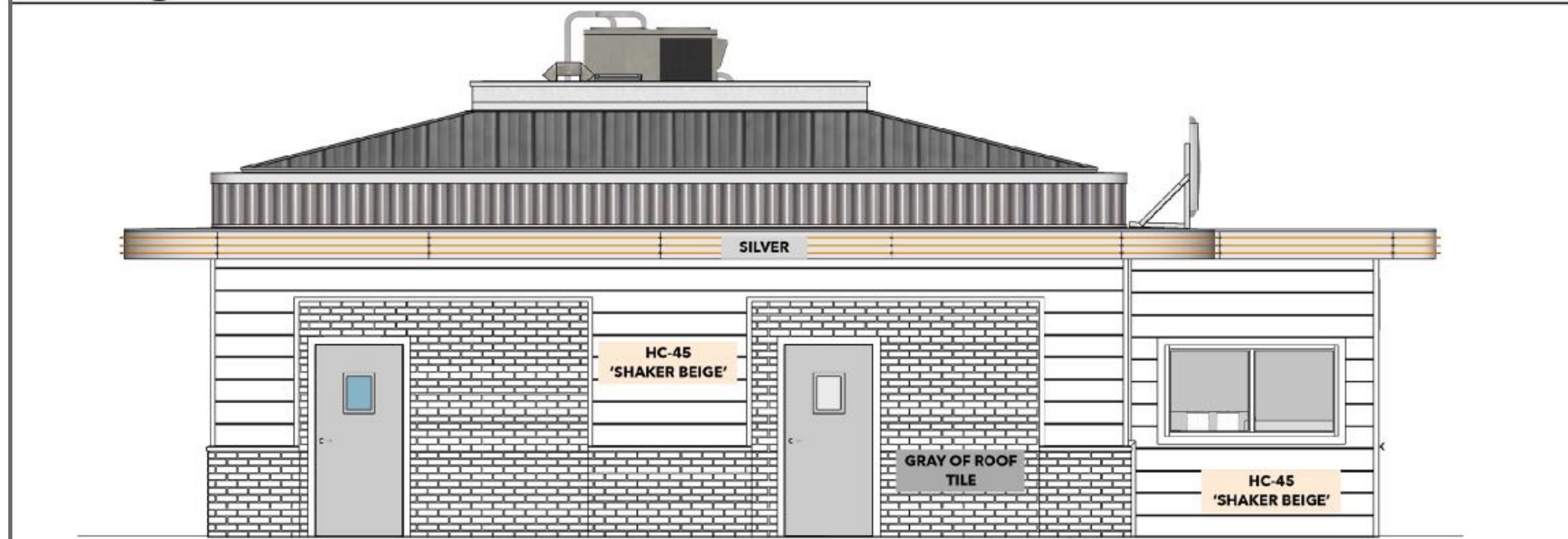
# MARGRAVE DINER: CONSTRUCTION PROCESS



# DINER EXTERIOR DESIGN



E1 ELEVATION  
7.3 Scale: 1/4"=1'-0" @ 11X17 PAPER



E2 ELEVATION  
7.3 Scale: 1/4"=1'-0" @ 11X17 PAPER

<b>REACHER</b>	
<small>PATRICIO FARRELL PRODUCTION DESIGNER</small>	<small>THOMAS VALENTINE SUP. ART DIRECTOR</small>
SET: <b>MARGRAVE TOWN</b>	SET #: <b>9-15</b>
DRAWING: <b>Diner Paint elevs</b>	
LOCATION: <b>PICKERING BACKLOT</b>	
DRAWN BY: <b>R BRAUN</b>	
DATE: <b>FEB 26</b>	SCALE: <b>AS NOTED</b>
DRAWING: <b>RB</b>	SHEET #: <b>7.3</b>

# REALIZED DINER INTERIOR



# REALIZED DINER INTERIOR

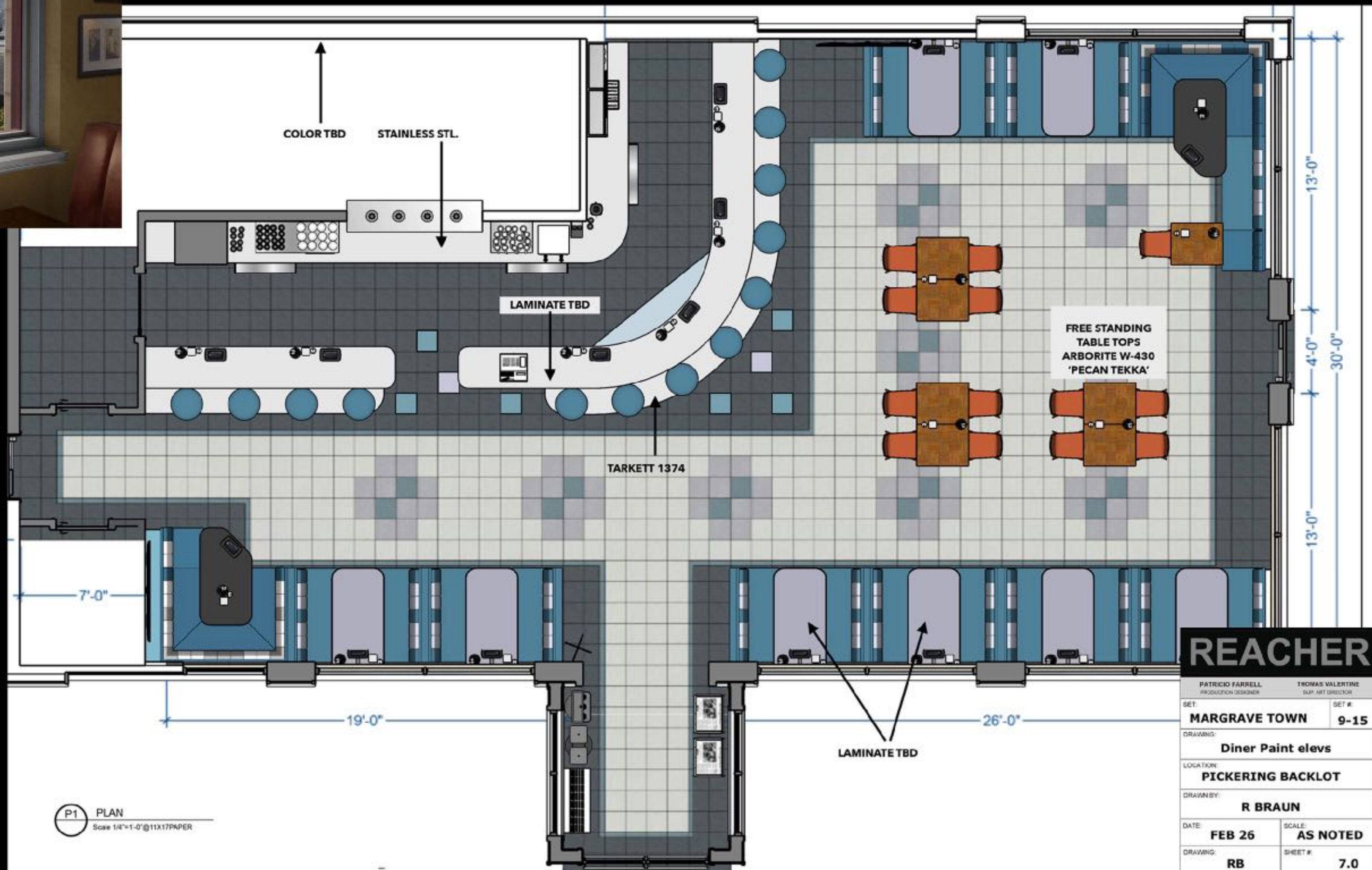




# REALIZED DINER INTERIOR



# DINER INTERIOR DESIGN



P1 PLAN  
Scale 1/8"=1'-0" @ 11x17 PAPER

<b>REACHER</b>	
PATRICKO FARRELL PRODUCTION DESIGNER	THOMAS VALENTINE SUP. ART DIRECTOR
SET: <b>MARGRAVE TOWN</b>	SET #: <b>9-15</b>
DRAWING: <b>Diner Paint elevs</b>	
LOCATION: <b>PICKERING BACKLOT</b>	
DRAWN BY: <b>R BRAUN</b>	
DATE: <b>FEB 26</b>	SCALE: <b>AS NOTED</b>
DRAWING: <b>RB</b>	SHEET #: <b>7.0</b>

# THE DINER ON FILM



# THE DINER ON FILM





## **SPEND A NIGHT AT THE MARGRAVE POLICE DEPARTMENT**

Much like many of the shops and structures in Margrave, the Police Station is a fully-realized space - interior and exterior - for fluidity and continuity purposes. The Jail cells, holding areas and office spaces are all functional and designed in a timeless fashion.

# POLICE DEPARTMENT: REALIZED SET



# POLICE DEPARTMENT: REALIZED SET







# POLICE DEPARTMENT: CONSTRUCTION PROCESS



# THE POLICE DEPARTMENT ON FILM





## **JOIN GEN-POP AT THE COUNTY JAIL**

Reacher's short - but eventful - stay at the county jail gives us a glimpse of his formidable fighting skills as he fends off a large group of would-be attackers in the jail showers. The showers - combined with a two-story cell & green screen combo - were a stage build that tied into a location shoot at the Kingston Penitentiary in Ontario.

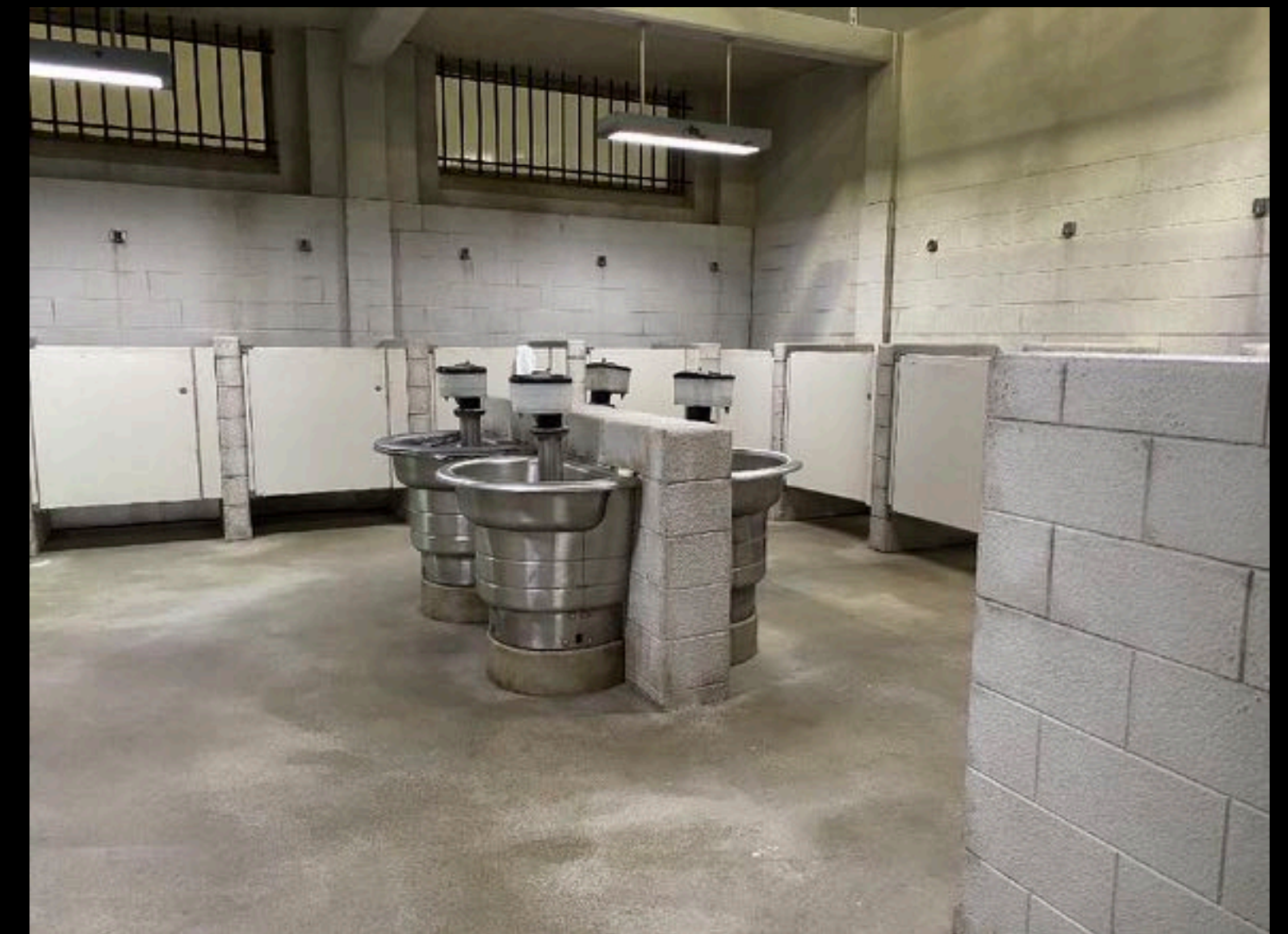
# JAIL SHOWERS ON FILM



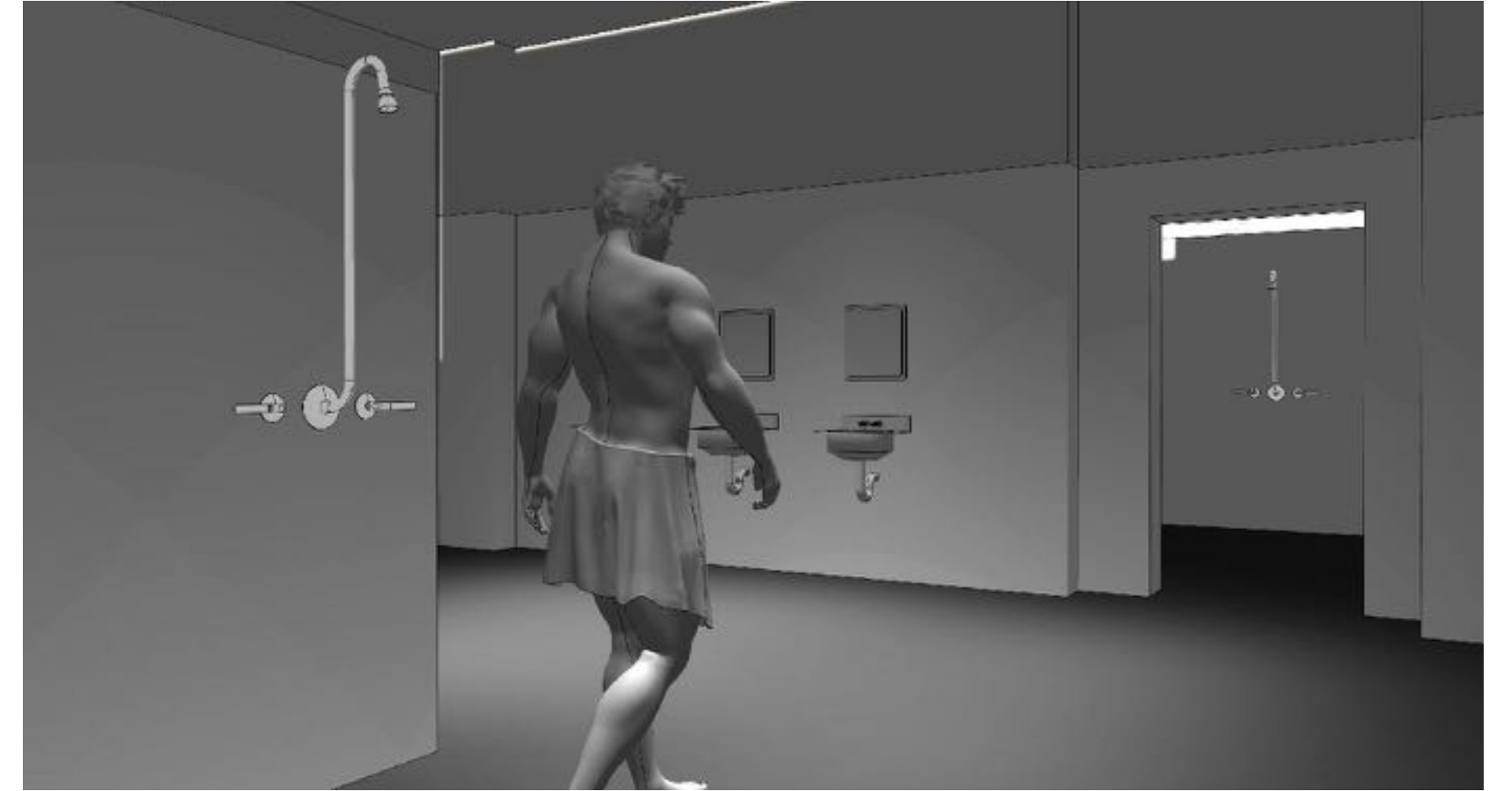
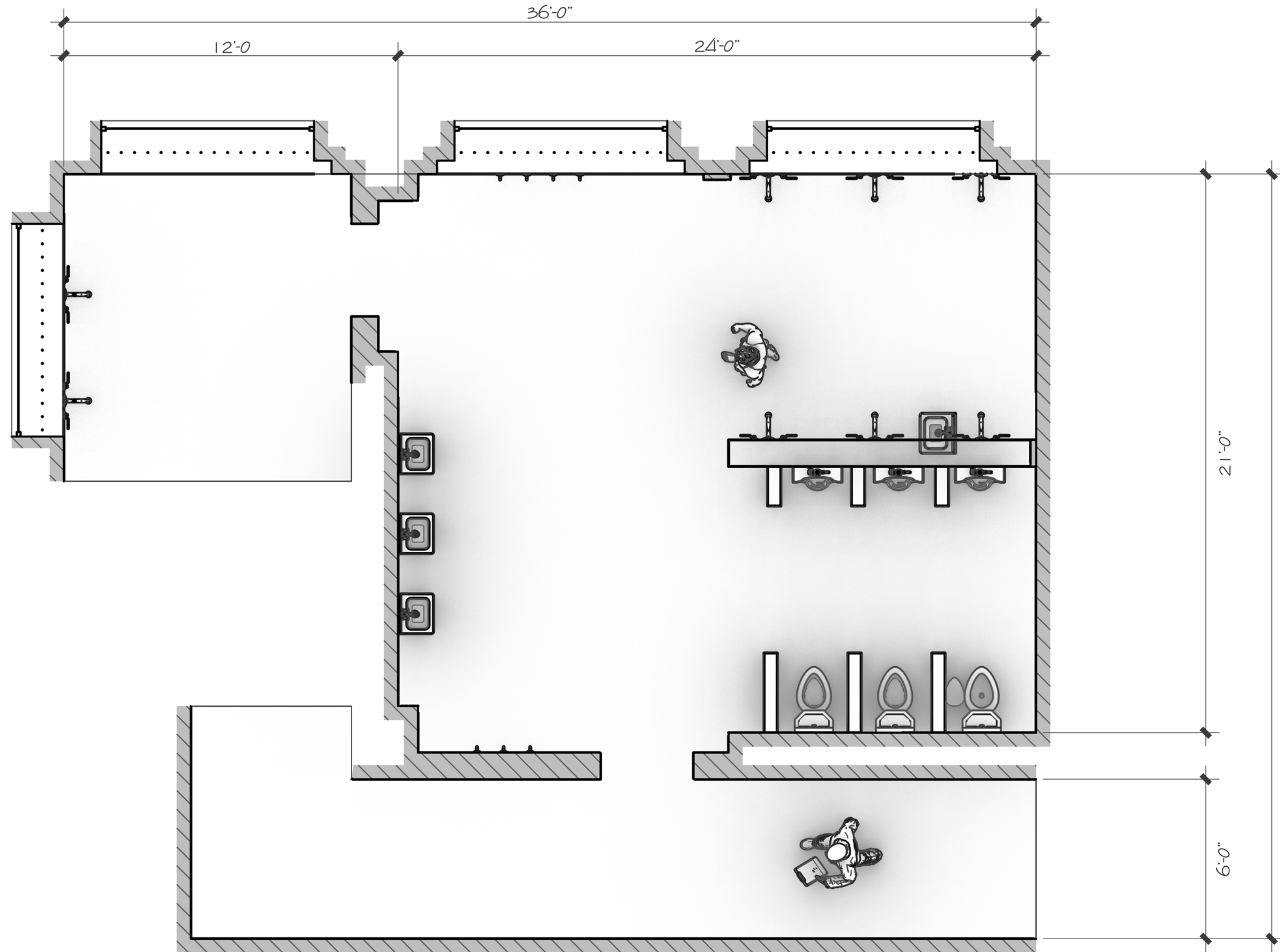
# JAIL SHOWERS ON FILM



# JAIL SHOWERS: REALIZED STAGE SET



# JAIL SHOWERS: PLAN & MODEL



PLAN ~ PRISON BATHROOM ~ SET  
SCALE: 1/4" = 1'-0"

# JAIL WING: REALIZED STAGE SET





A photograph of a barber shop. An older Black barber is standing and adjusting a red cape on a younger white customer who is seated in a barber chair. The shop has large windows with a sign that reads 'TOWN SQUARE CUT & SHAVE'. The scene is lit with warm, golden light, suggesting late afternoon or early morning. A door with an 'OPEN' sign and the number '125' is visible on the left. A counter with various items is on the right.

## PULL UP A CHAIR AT TOWN SQUARE CUT & SHAVE

The local barber shop is an integral piece of any small town.

Catch up with friends, read the paper, relax and get cleaned up by a pro.

Or step outside, still covered in shaving cream, to start a brawl in the street...

# CUT AND SHAVE ON FILM



# CUT & SHAVE: CONSTRUCTION PROCESS



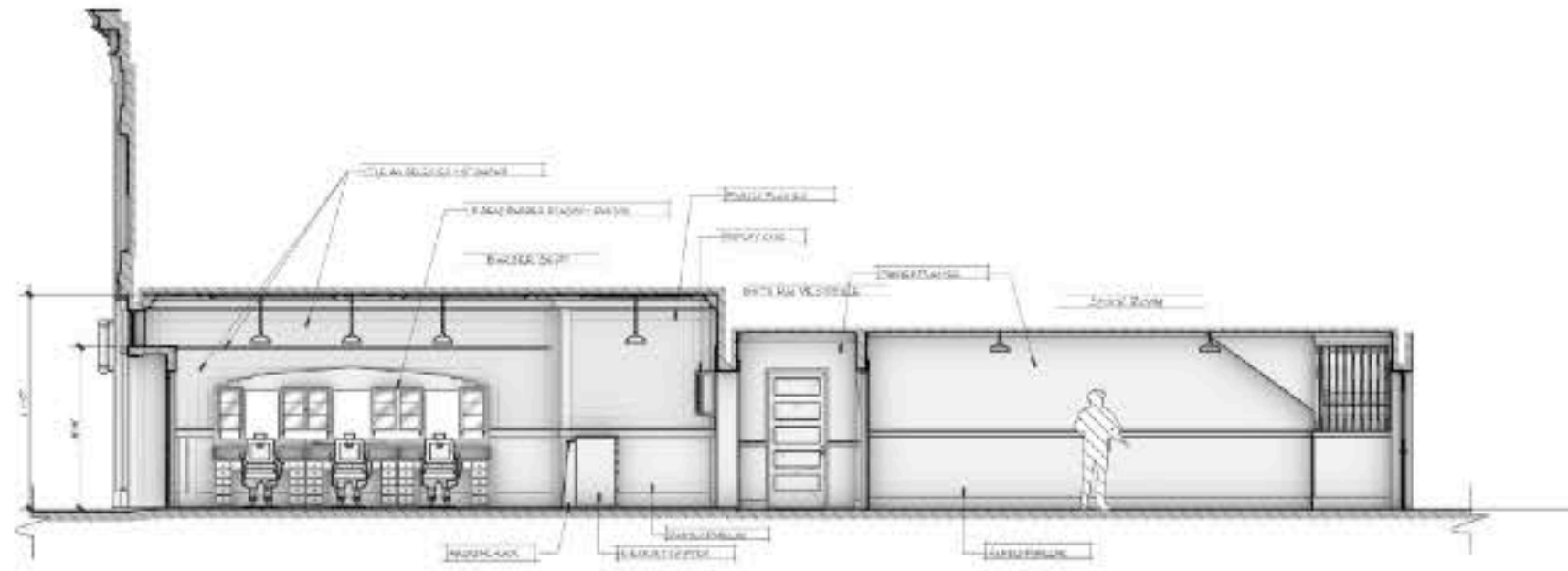
# CUT AND SHAVE ON FILM



# CUT & SHAVE: INTERIOR CONCEPT



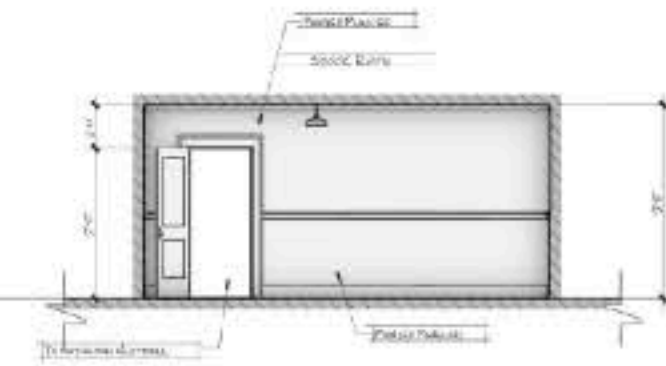
# INTERIOR ELEVATIONS



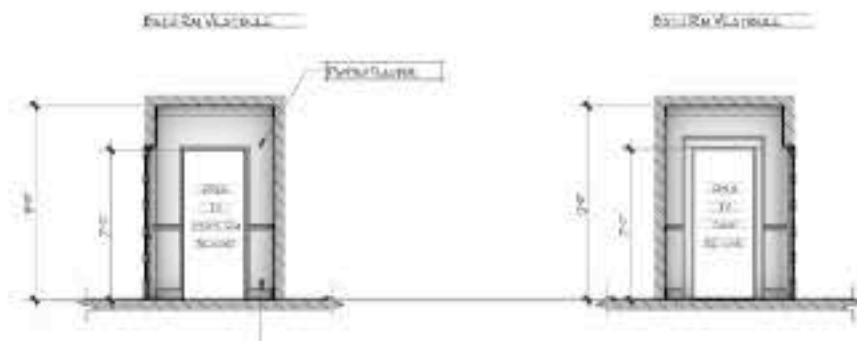
A SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"



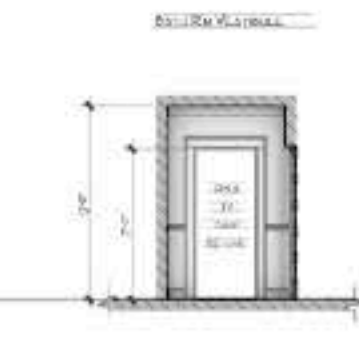
B SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"



C SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"



D SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"



E SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"



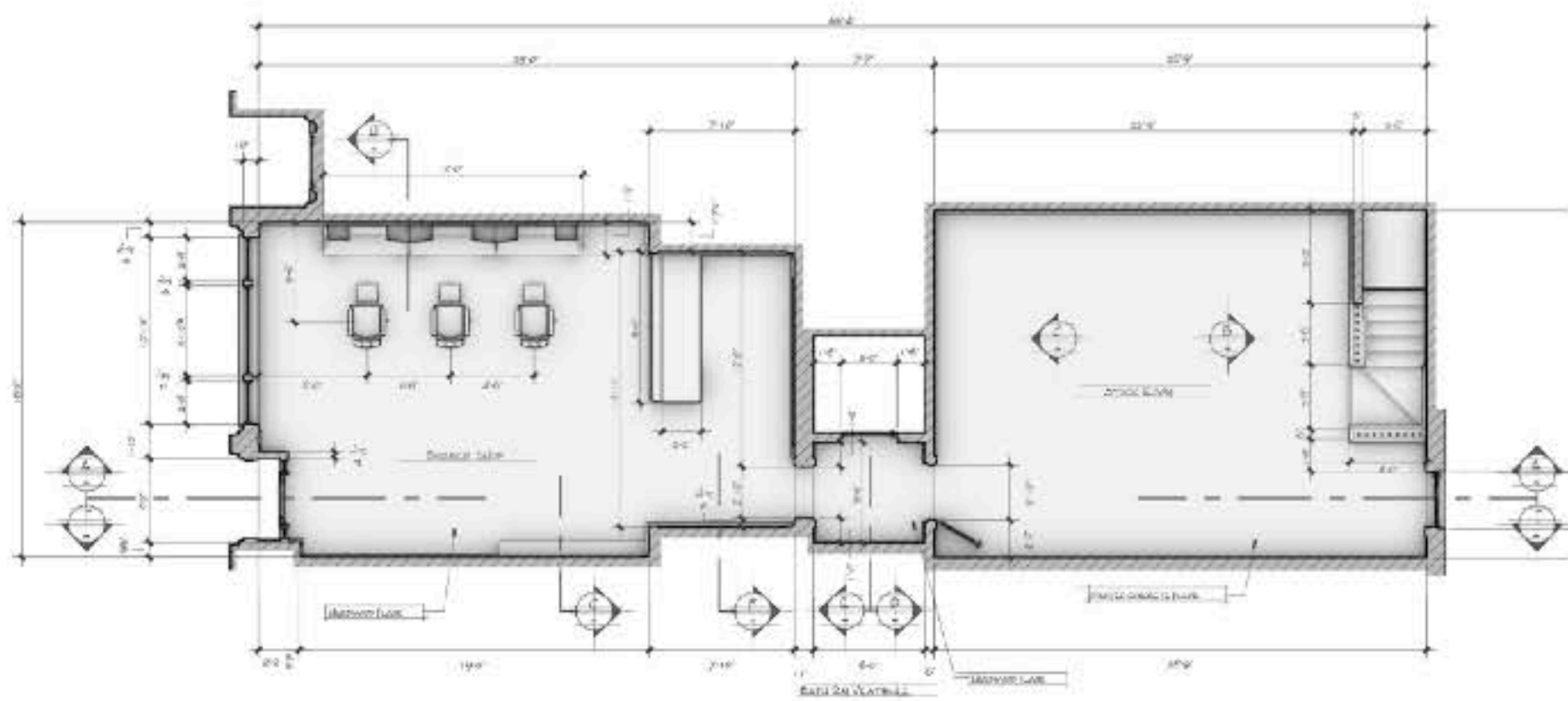
F SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"



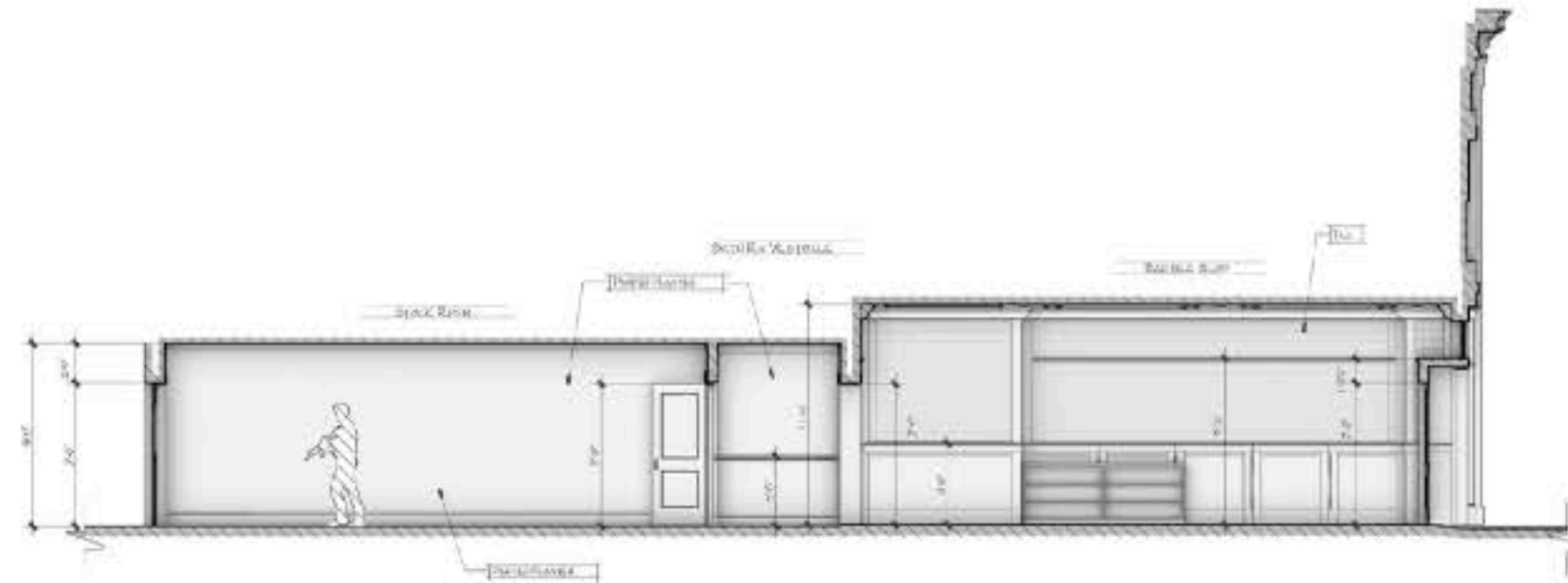
G SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"



H SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"



PLAN - INT BARBER SHOP - BLDG # 07 - MARGRAVE  
SCALE: 1/8" = 1'-0"



I SECT / ELEV - INT BARBER SHOP  
SCALE: 1/8" = 1'-0"

NTS

<b>REACHER</b>	
INT BARBER SHOP	PHASE 01 - INTERIOR
1st Floor - 1st - 1st	
PLAN & ELEVATIONS	
MARGRAVE BUILDING	
DATE	1/28 - 2022
BY	907 01

# CUT AND SHAVE ON FILM





## COME ON DOWN TO CITY HALL

Small town City Halls - where everything from traffic tickets to wedding permits are taken care of. Here, City Hall not only offers those amenities - but the capability to host a double height swing set space for flexibility in construction and during filming.



# CITY HALL: CONSTRUCTION PROCESS



# CITY HALL: EXTERIOR CONCEPT



# MARGRAVE ON FILM



# MARGRAVE ON FILM



# REACHER

ART DEPARTMENT CREDITS

**PATRICIO M. FARRELL**

PRODUCTION DESIGNER

**THOMAS VALENTINE**

SUPERVISING ART DIRECTOR

**MING YING KWUN**

ART DIRECTOR

**NATHAN S. BLACKIE**

ART DIRECTOR

**LIESL DESLAURIERS**

SET DECORATOR

**JEANNETTE RHEE**

SET DESIGNER

**ALICIA WILKINSON**

SET DESIGNER

**MOHAMMAD ALI KHAN**

SET DESIGNER

**JOHN JONES**

SET DESIGNER

**CARL STENSEL**

SET DESIGNER

**C. SCOTT BAKER**

SET DESIGNER

**RON MASON**

SET DESIGNER

**MAXIME STEIN**

ASSIST. ART DIRECTOR

**RUDY BRAUN**

ASSIST. ART DIRECTOR

**JAMIE RAMA**

CONCEPT ARTIST

A man with short dark hair and a beard, wearing a dark blue t-shirt, is shown from the chest up, looking over his right shoulder towards the left. The background is dark and moody.

REACHER

THANK YOU

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