

Apartment 7A



Apartment 7A is a 2024 American psychological thriller directed by Natalie Erika James, co-written with Christian White and Skylar James. Set in 1960s New York, it serves as a prequel to *Rosemary's Baby* and stars Julia Garner, Dianne Wiest, Jim Sturgess, and Kevin McNally.

As a prequel to the 1968 classic, we needed four key sets that matched the original film: the Castavet's apartment, the corridor, the basement laundry room, and the exterior of The Bramford Apartment, which was originally filmed at The Dakota in New York. Since this movie was shot entirely in London, we were tasked with finding an exterior location that resembled The Dakota's proportions and materials. The Foreign Office in Westminster was chosen, and additional scenery and composite photography were used to blend the two buildings seamlessly, despite being 3,500 miles apart. The rest of the sets were newly scripted, allowing my team and I a great amount of creative freedom while focusing on authentically recreating 1960s New York.

The story centres on Terry, a character briefly seen in the 1968 *Rosemary's Baby*. *Apartment 7A* tells her backstory as a young dancer from Nebraska who moves to New York dreaming of fame. After an injury, a wealthy older couple take her in at The Bramford. When she gets another shot at stardom, her dreams seem within reach, but soon she realises something sinister lurks in Apartment 7A—and The Bramford itself.

Having previously designed horror films like *The Descent* and *Dog Soldiers*, I loved bringing a sense of dread to this period piece through rich textures, heavy aging, and bold character-driven set dressing.

I had an incredible team to bring these sets to life. A huge thank you to every member of the Art Department, including Concept Art, Modelling, Set Decoration, Props, Graphics, Construction, Plasterers, Painters, Scenic Artists, Prop Makers, Drivers, Rigging, Action Vehicles, Locations, SFX, and VFX teams.

Simon Bowles, Production Designer



Apartment 7A

An abundance of heavy textures seen here in The Bramford corridor studio set.



Dressed set



Shot from movie



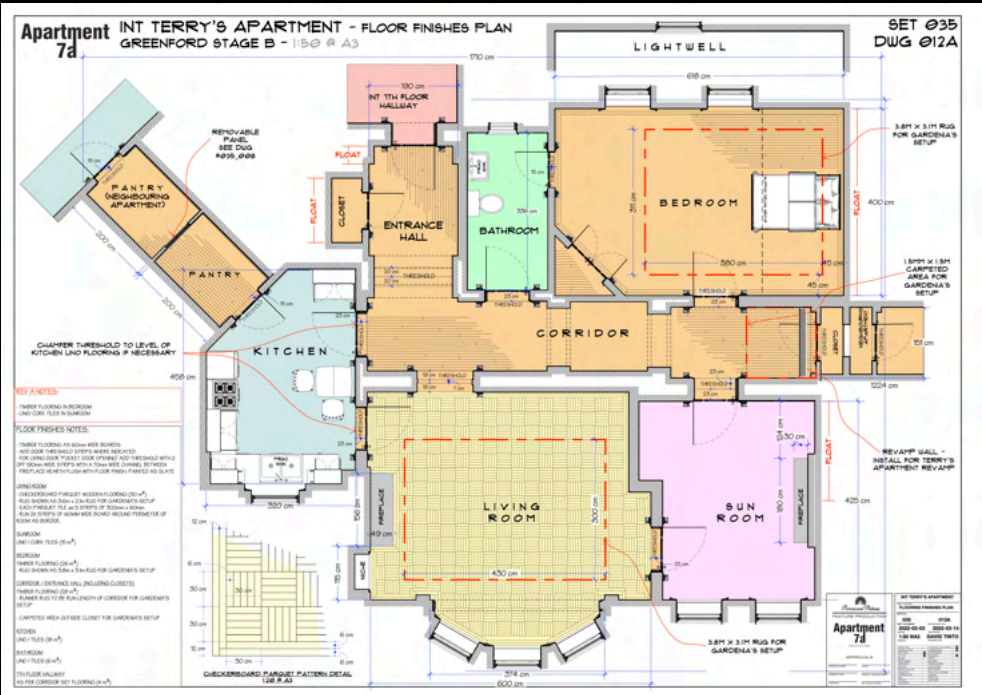
Dressed set



Dressed set

Apartment 7A

Terry's Apartment composite studio set build was revamped twice to become other apartments in the building including Rosemary's iconic apartment in the 1960s film *Rosemary's Baby*.



Apartment 7A

We were bold in adding texture, ageing, loose wallpaper, water stains, knocks and scratches to this set, giving a sense of history of all the women who were invited to stay in this apartment.



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Key scenes took place in Terry's bedroom and bathroom where SFX rigs were built into the walls and dressing.



Dressed set



Shot from movie



Dressed set



Shot from movie

Apartment 7A

The Castavet's Apartment was replicated in minute detail by Set Dec & Props from the 1960s movie *Rosemary's Baby*.



Dressed set



Shot from movie



Dressed set



Dressed set

Apartment 7A

Terry's apartment was revamped to become Mrs Gardiner's Apartment.



Dressed set



Shot from movie



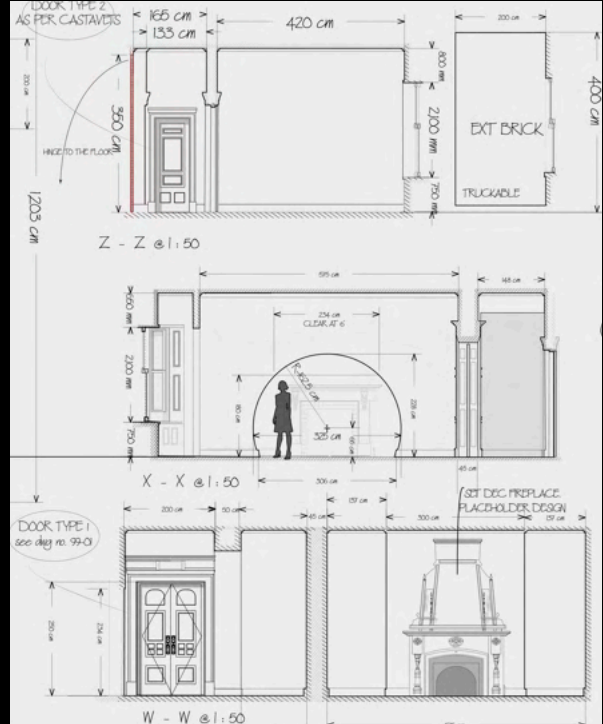
Dressed set



Dressed set

Apartment 7A

A large circular void was introduced when revamping the Casatavets apartment to Alans apartment to create a more modern 60s atmosphere for this younger character.



Apartment 7A

Victorian theater flashback - auditorium mural, sub-stage & cave stage set painted onto cut canvas.



Dressed set



Dressed set



Dressed set

Apartment 7A

Backstage set and theater show stage set for opening Off-Broadway performance.



Dressed set



Shot from movie



Concept Art



Shot from movie

Apartment 7A

Backstage set and theater show stage set for finale Broadway performance.



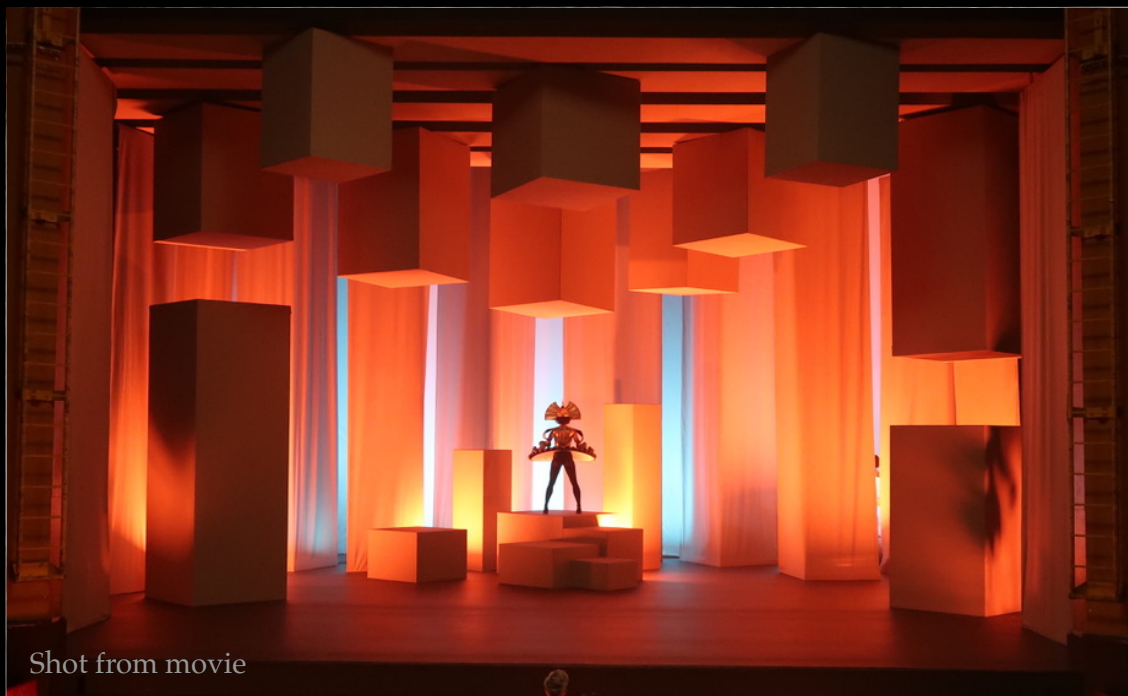
Dressed set



Shot from movie



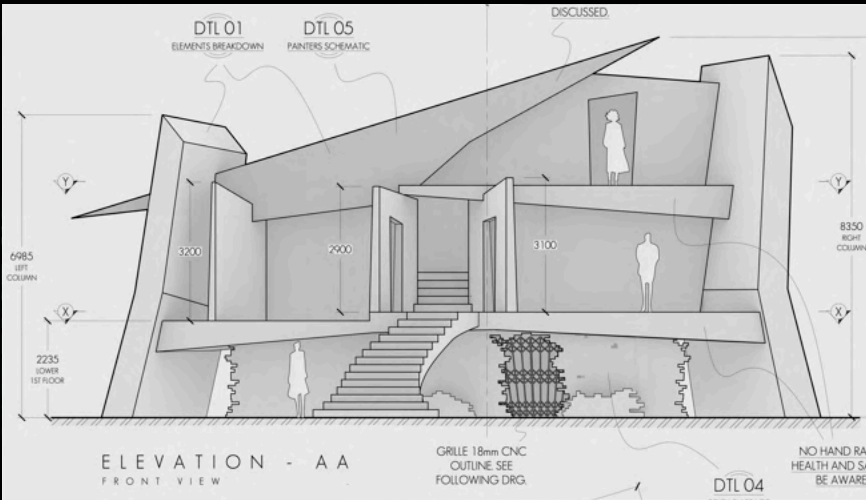
Concept Art



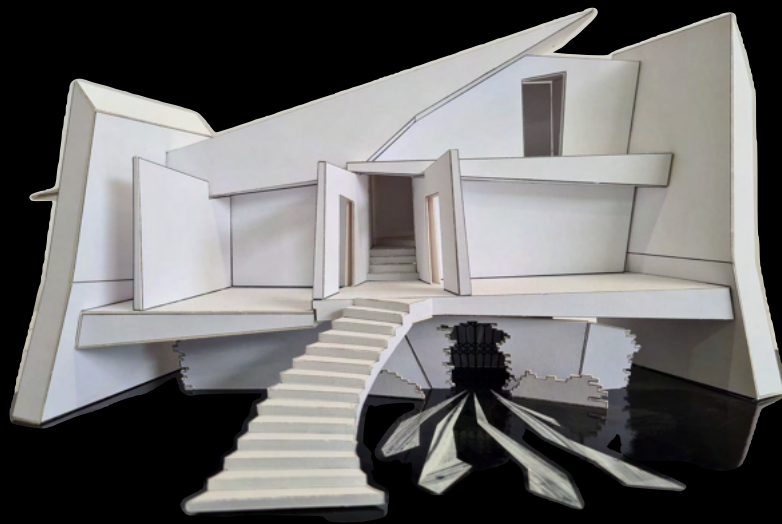
Shot from movie

Apartment 7A

Terry's dream sequence was given a twist of German Expressionism style.



Art Department construction drawing



1/4" scale Art Department model



Concept Art



Shot from movie

PRODUCTION DESIGNER Simon Bowles	SET DECORATOR Tina Jones	PROPMAN / DRESSER Jeff Hardwick	CHARGEHAND CARPENTER Zac Hawker Simon Knowles	RESHOOTS
SUPERVISING ART DIRECTOR Nick Dent	ASSISTANT SET DECORATOR Gordon Grant	PROPMAN / DRESSER Jim Hickey	CARPENTERS Simon Barralet Tim Blackwood Jack Churchill Dermot Cronin Joe Douglas Roscoe Duncan Garry Fisher Nick French Ray Ingarfield Dan Johnson Tristan King Tihamer Laszlo Kevin Moore Toby Morrison Mike Muir Gavin Packer Daivd Pitcher Lee Regan Mike Spence Paul Tayler Jay Varshani Jonathan Winney Karl Winter Paul Woods	PETTY CASH BUYER Molly Zigan Chivvers
SENIOR ART DIRECTOR Remo Tozzi	ASSISTANT SET DECORATOR Jackie Yau	SENIOR MODEL MAKER Paul Wood		ASSISTANT BUYER Jade Bateson
ART DIRECTOR Albert McCausland	SET DEC ART DIRECTOR Glenn Marsh	SENIOR PROP PAINTER Paul Couch		ASSISTANT BUYER Mathilda Johnson
ART DIRECTOR STANDBY Rachel Aulton	PRODUCTION BUYER Dot Sullivan	SENIOR PROPHAND Gavin Grant		ASST SET DECORATOR Amy Ciara Tuner
ART DIRECTOR STANDBY Alex Kerr	ASSISTANT SET DEC BUYER - UK Hannah Gawthorpe	JUNIOR PROPHAND Chris Bayliss		SET DEC RUNNER Hayley Walker
ART DIRECTOR Alasdair McKay	ASSISTANT SET DEC BUYER - UK Anne-Marie Minty	JUNIOR PROPHAND Thomas Nicholas		CONSTRUCTION MANAGER Andrew Evans
ART DIRECTOR (US) Chris Minard	SET DEC COORDINATOR Phoebe Williams	ACTION VEHICLES Mark Oliver from TLO		ASST CONSTRUCTION MANAGER Mark Williams
ASSISTANT ART DIRECTOR David Tinto	PETTY CASH BUYER George Couch	STANDBY CHARGEHAND Frederico Nobre De Carvalho		CONSTRUCTION BUYER Emma Matthews
ASSISTANT ART DIRECTOR John Adkins	SET DEC CONCEPT ARTIST Lee Oliver	PROPS PAINTER Charlie Couch		CONSTRUCTION ASSITANT CORDINATOR Danielle Endemi
ART DEPARTMENT COORDINATOR Josephine Farr	DRAPES MASTER Matt Askey	TRAINEE PROPMAN Charlie Davies	PAINTERS George Caulton David Clayton Lee Edwards Terry Faulker Bruce Gallup Tony Osmond Richard Jansen David Riley Ricky Smith Harry Theobald	SUPERVISING CARPENTER Robert Wishart
SENIOR DRAUGHTSMAN Dorrie Young	SET DEC ASSISTANT Sorrel Richardson	TRAINEE PROPMAN Dre O'Beirne		SUPERVISING PAINTER Nathan Middleton
JUNIOR DRAUGHTSMAN Harry Taylor	SET DEC RUNNER Cameron Duke	CONSTRUCTION MANAGER Leigh Gilbert		SUPERVISING PLASTERER Mark Buck
JUNIOR DRAUGHTSMAN Kyle Stephen-Lett	PROP MASTER John Hajdukiewicz	ASST CONTRUCTION MANAGER Paul Stewart		
ART DEPARTMENT ASSISTANT Katie Mazurek	ASSISTANT PROP MASTER Nick Milner	CONSTRUCTION COORDINATOR Sarah Trundle	RIGGER JJ Bates	ASSISTANT PROP MASTER Gary Lock
ART DEPARTMENT ASSISTANT Sophie	PROPS COORDINATOR Beth Hajdukiewicz	HOD CARPENTER Steve Pearce	HEAD SCENIC ARTIST Russell Oxley	JUNIOR PROPS Nathan Day
CONCEPT ARTIST Jort van Welbergen	PROPS BUYER James Magee	HOD PAINTER Alan Gooch	SCENIC ARTISTS Sean Cunningham Phil Douglas James Gemmill	JUNIOR PROPS Beth Hajdukiewicz
CONCEPT ARTIST Ulrich Zeidler	SUPERVISING STANDBY Joe Lock	HOD RIGGER Steve Challis		PROP STOREMAN Aaron Holder
LEAD GRAPHICS DESIGNER Vic Reynolds	PROPS STOREMAN Leon Smith	HOD STAGEHAND Luke Rimmer	STAGEHANDS Del Ede James Muir Andrew Power	CHARGEHAND Dean Brandon
GRAPHICS DESIGNER Juliana Matsubara	SENIOR PROPMAN Ian Cooper	PAINTERS LABOURER Daniel Ede	2ND YR APP CARPENTER William Johnston	DRESSING PROPS Josh Cardona Kai Burgess Jamie Harrington Paul Betts Simon Buret Mark Bevan Lee Hayes James Hickey
ASSISTANT GRAPHICS DESIGNER Juliana Matsubara	PROPMAN / DRESSER Jake Askey	RIGGERS LABOURER Daniel Saunders	1ST YR APP CARPENTER joseph Gossling	
ASSISTANT GRAPHICS DESIGNER Clémence Olive	PROPMAN / DRESSER Luke Cosstick	SUPERVISING PAINTER Larry Gooch		