

2024 MTV Video Music Awards



Production Designer: Matt Steinbrenner

Art Director: Kristen Merlino

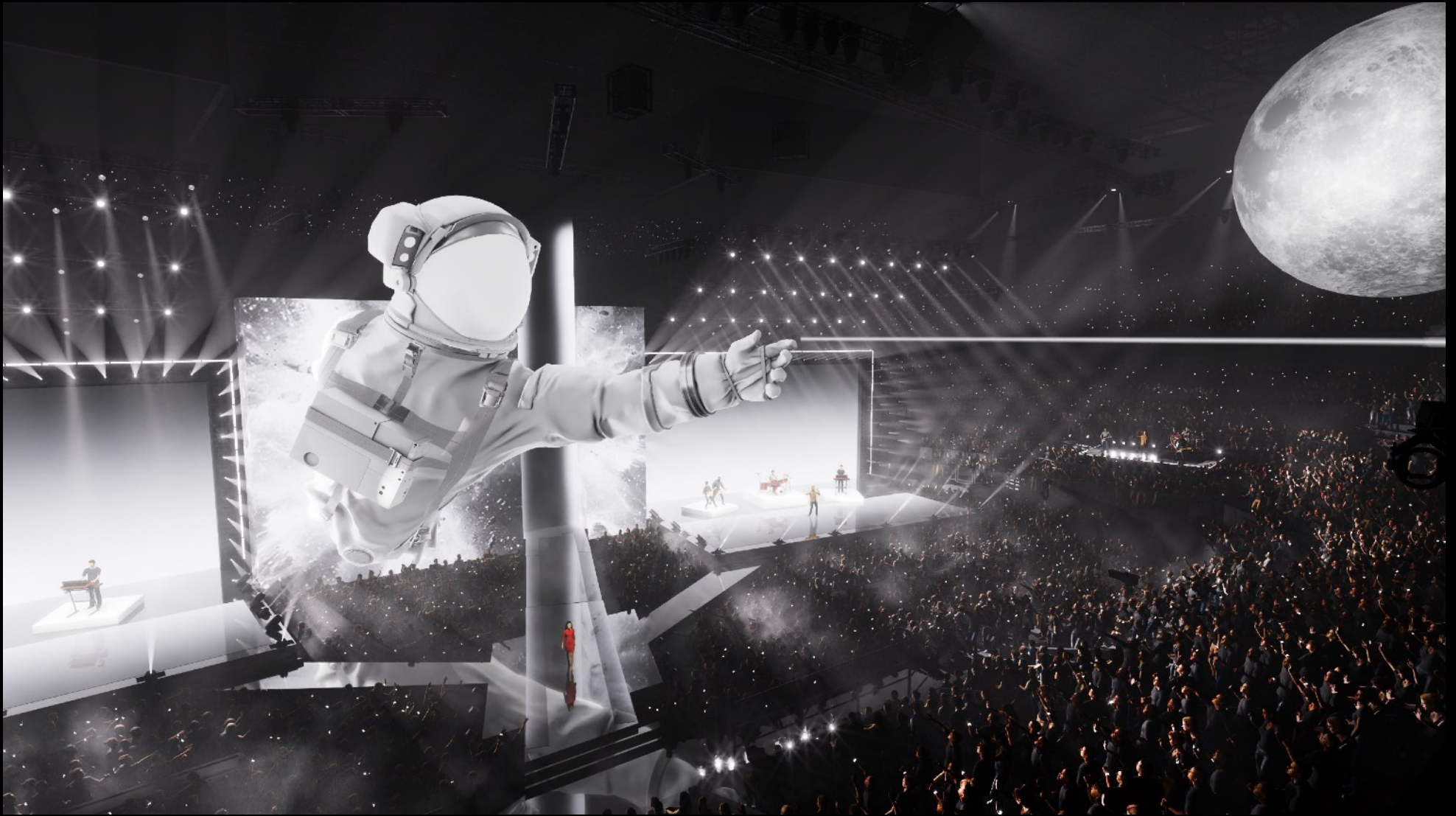
Performance Art Directors: John Zuiker and Ellen Jaworski

For the VMAs 40th anniversary milestone, my concept was to create an unforgettable fusion of nostalgia, modernity, and spectacle.

The visual centerpiece of the design was a towering Moon Person that emerged from a video wall and reached into the room as if stepping out of the digital world and into the physical. The giant MTV figure and a massive moon hanging opposite it in the arena both served as canvases for projection mapping, showcasing clips and iconic moments of the ceremony's four decades.

This year's layout broke new ground with four distinct stages, each providing a unique perspective and energy for both performers and the audience. The main stages consisted of two stages, each 60' wide and 40' deep, anchored along the length of the arena. Both stages featured expansive video backing walls, creating an immersive visual experience. Positioned at the heart of the arena was an intimate central stage that emerged from a thrust under the Moon Person, creating an interactive space where the crowd's energy converged. Finally, the 'Fandom Stage', surrounded by tiers of audience members, was a massive 24'x16' lift that raised up from below, revealing artists and rising 19' to create a powerful performance space in the room.

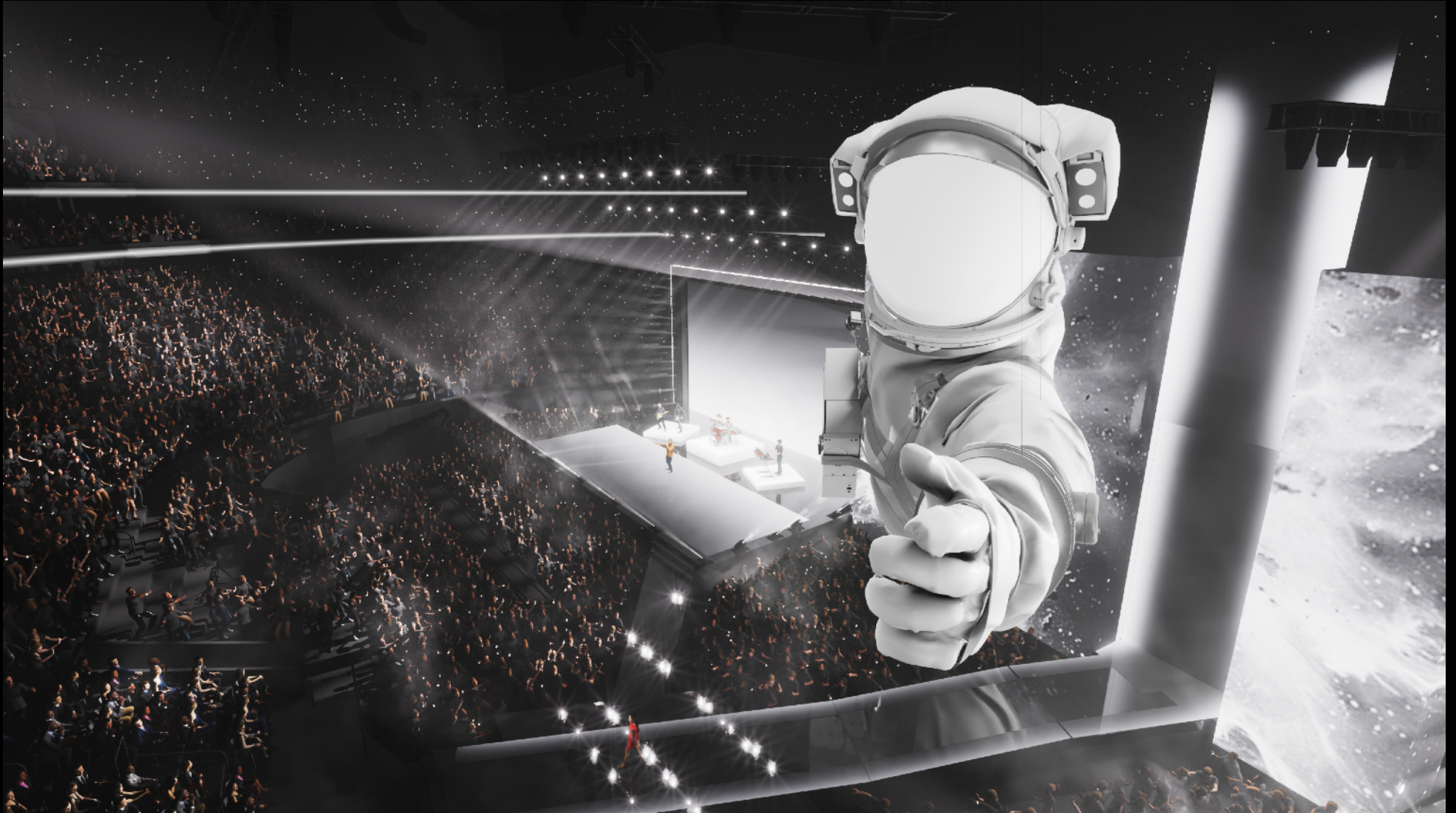
The transformation from digital to reality, from screen to stage, encapsulated the overall theme of the anniversary show — a celebration of the past while looking to the future... a celebration of music videos brought to life... live, on our immense stage.

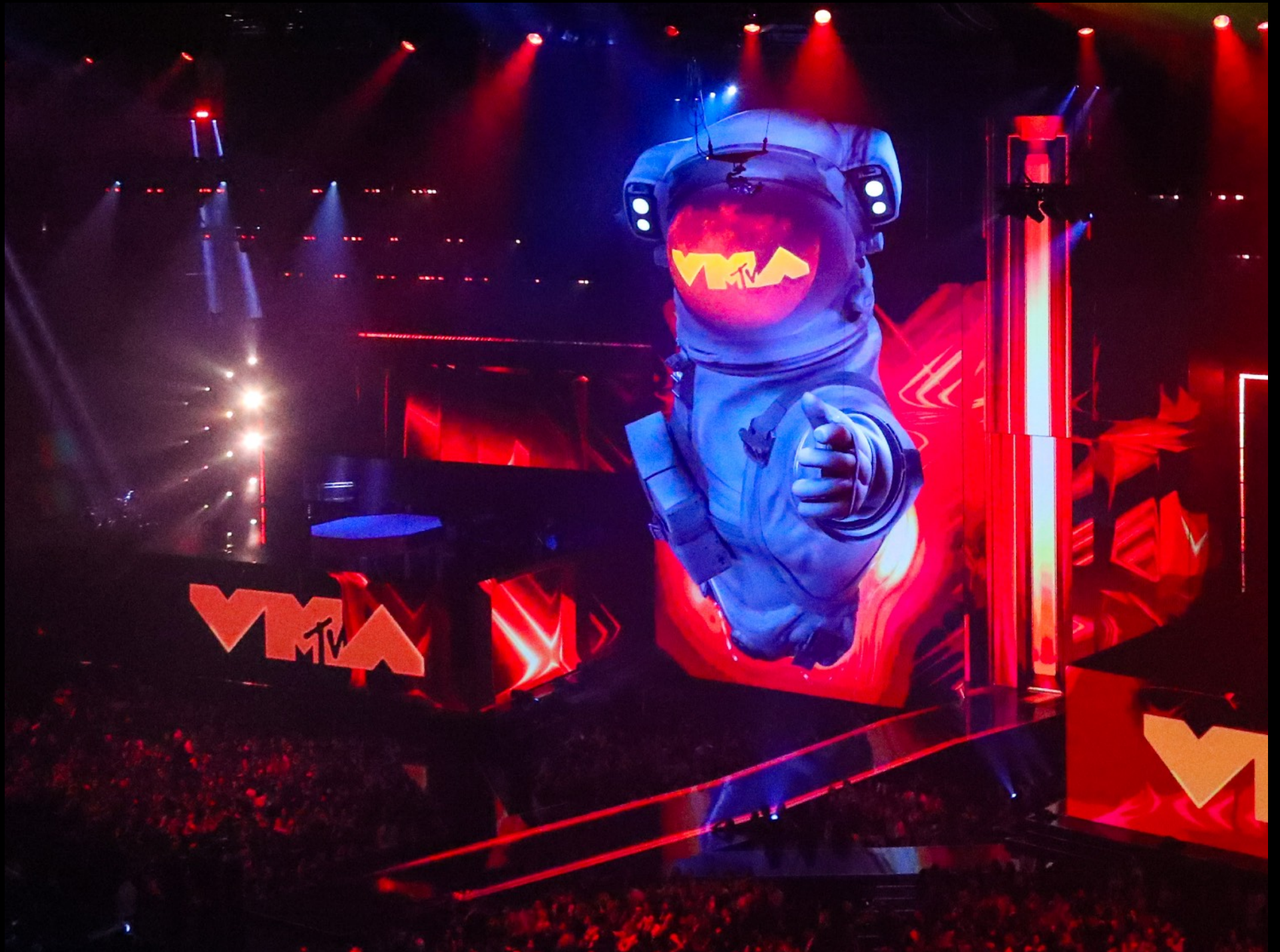














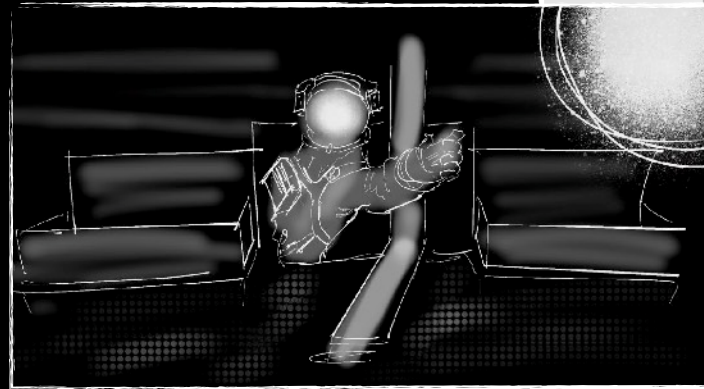
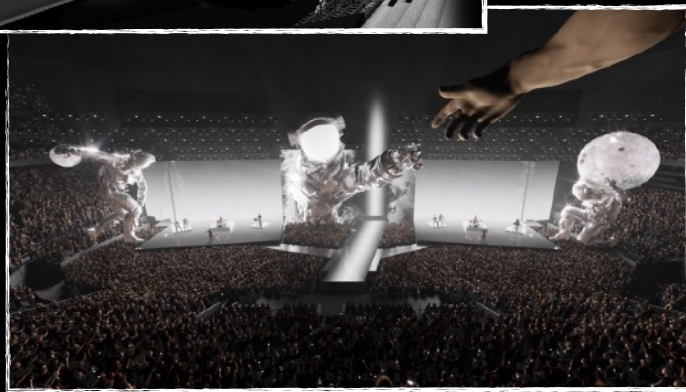
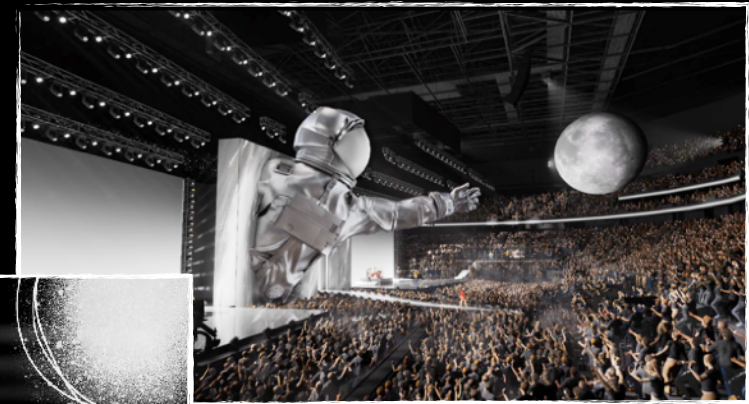
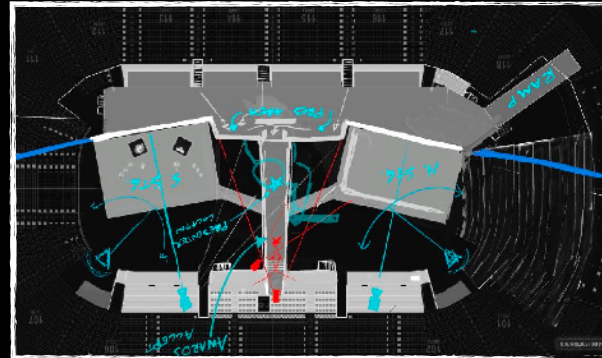
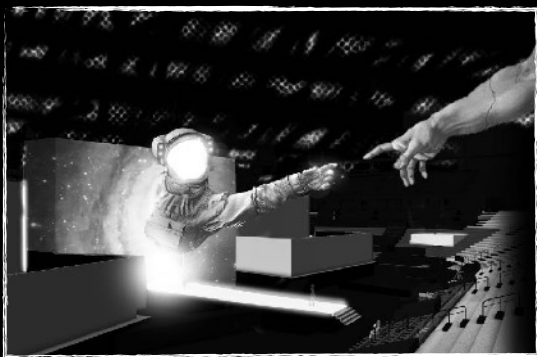
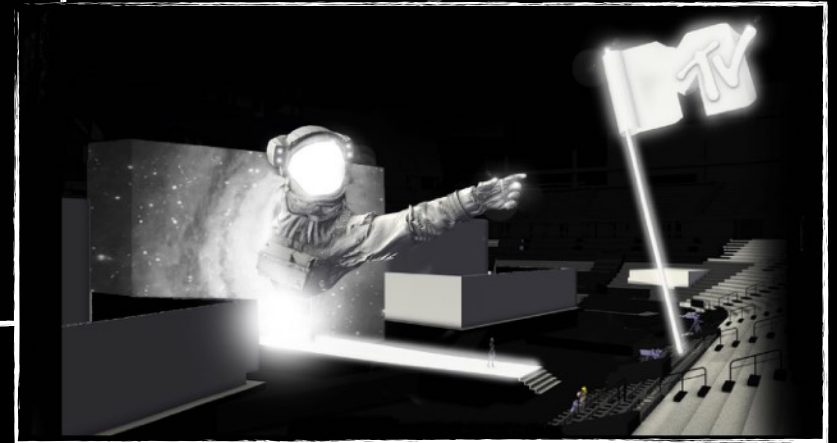
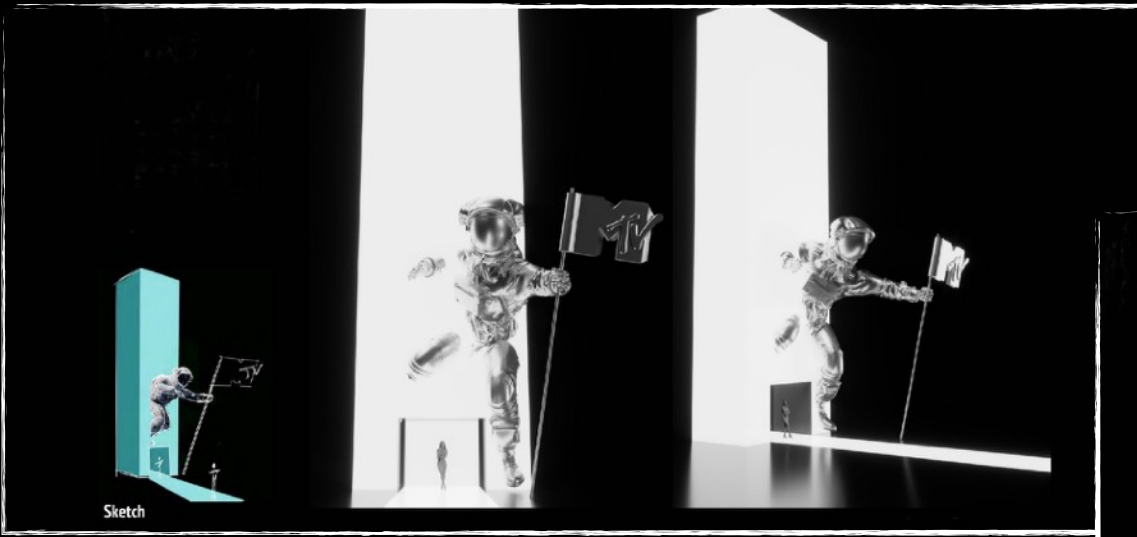




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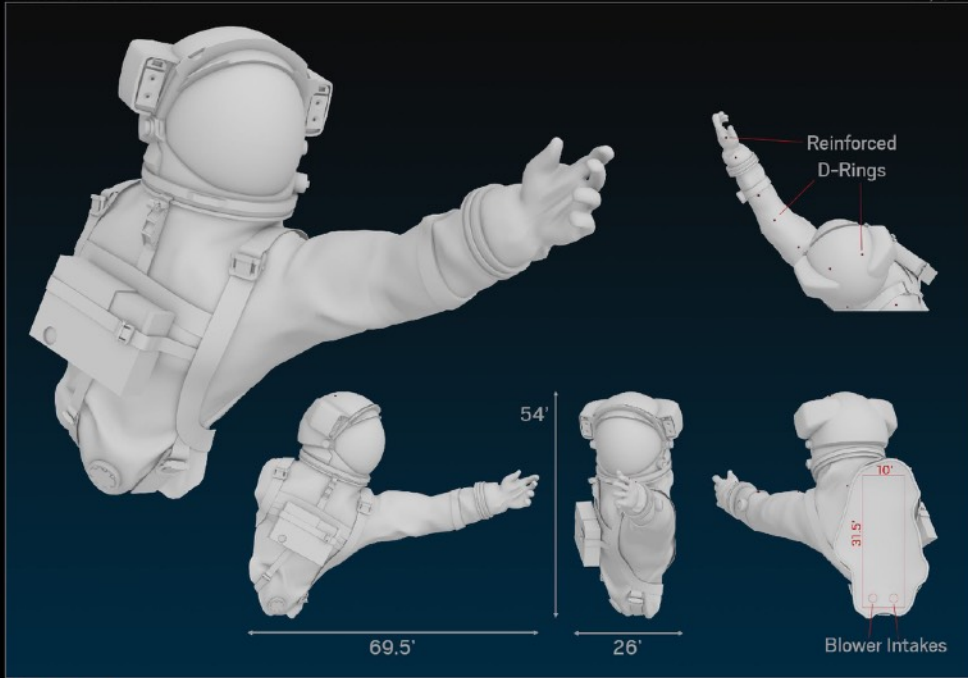
Reality

The Fandom Stage

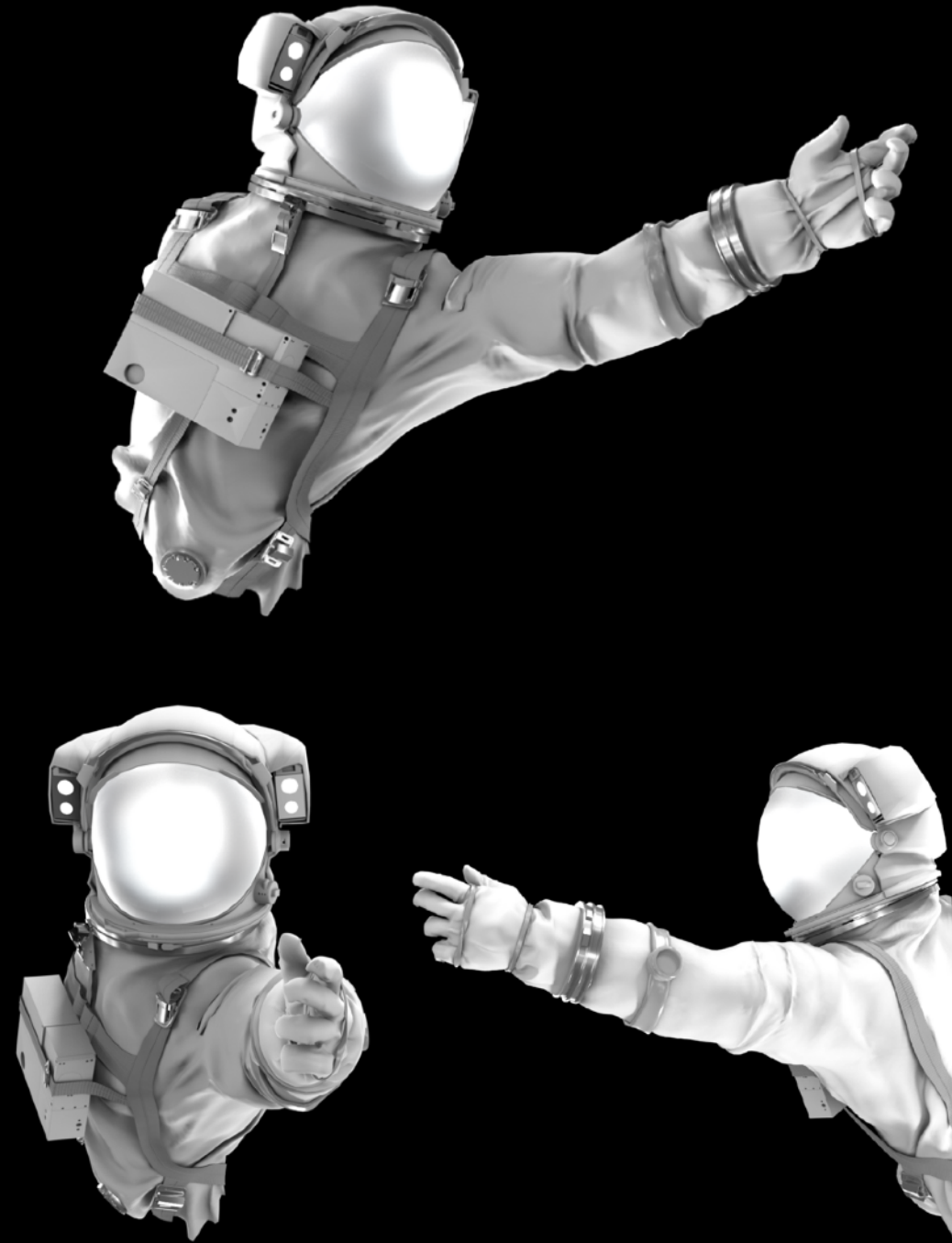


CONCEPT RENDERING

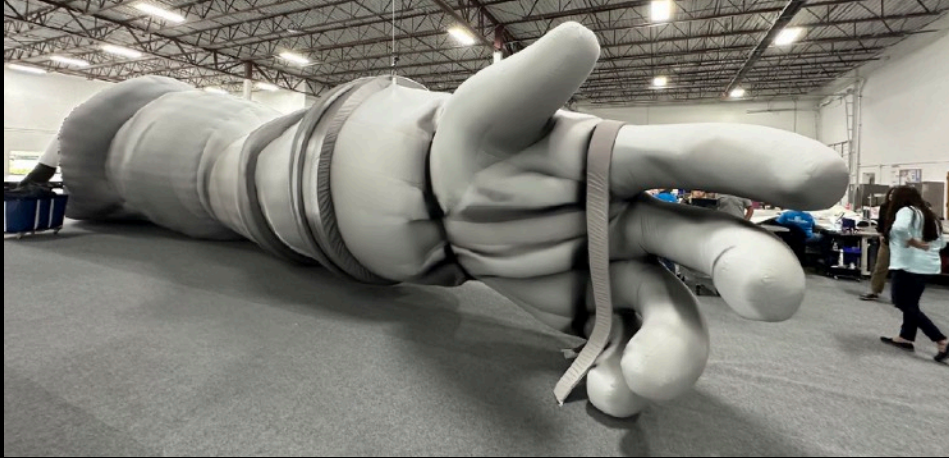
May 6, 2024

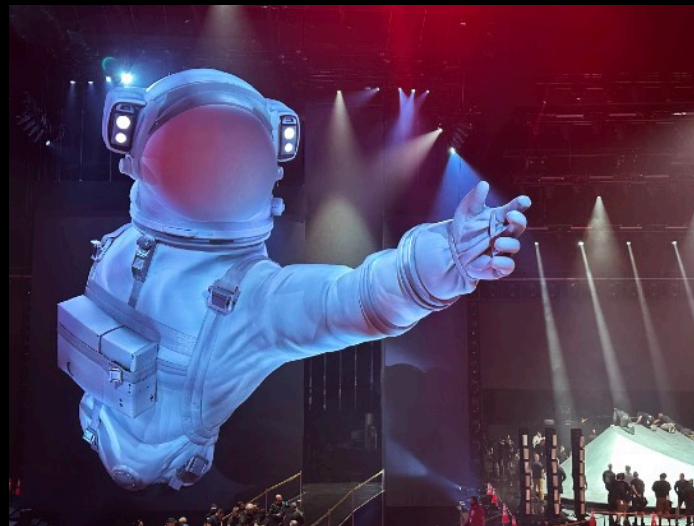
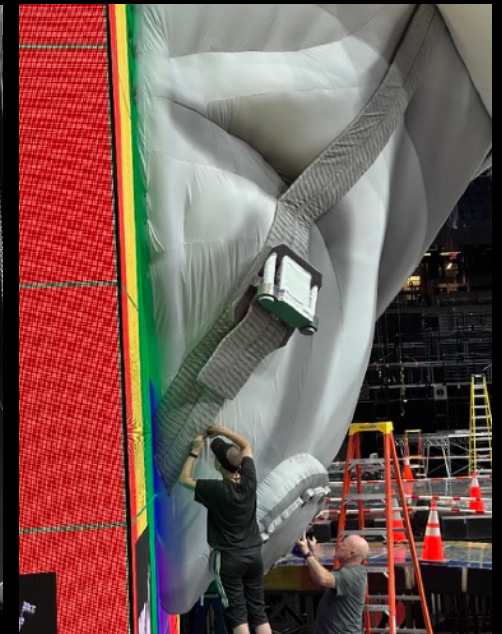
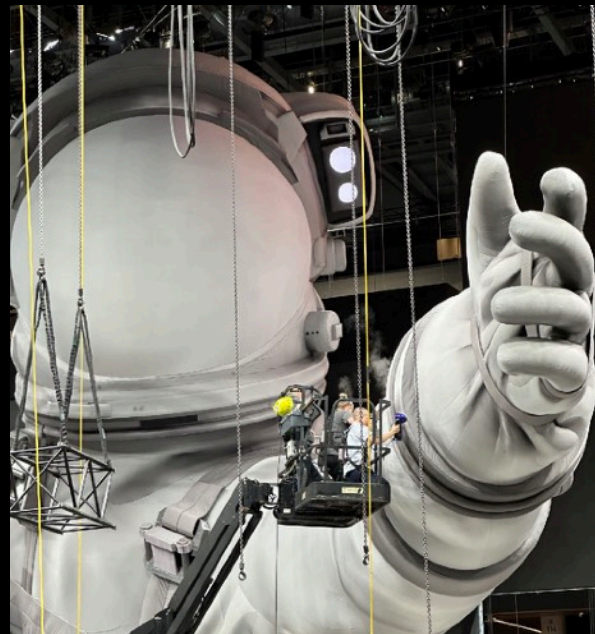


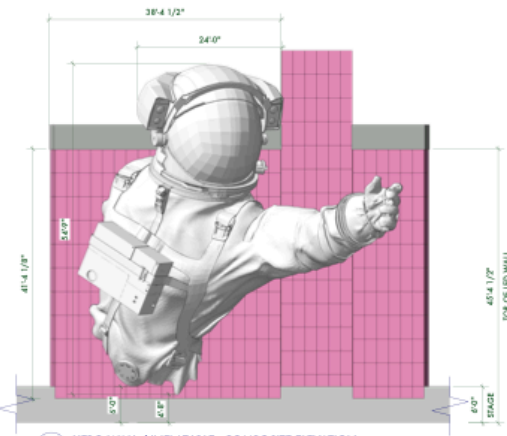
Custom Moon Person 3d Model,
Detailing, and Bespoke Graphic with
Shading and Textures Created by
VMA Design Team



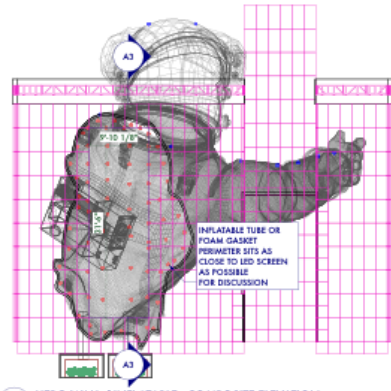
Moon Person Design



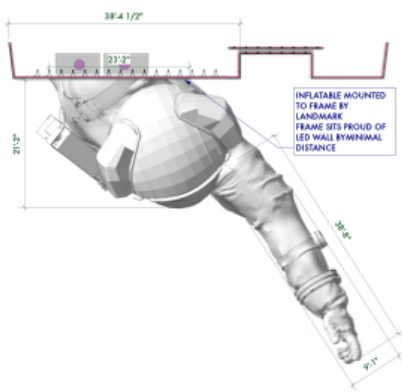




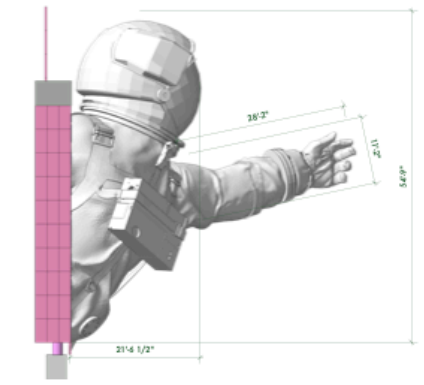
A1 HERO WALL / INFLATABLE - COMPOSITE ELEVATION
Scale: 1/8" = 1'-0"



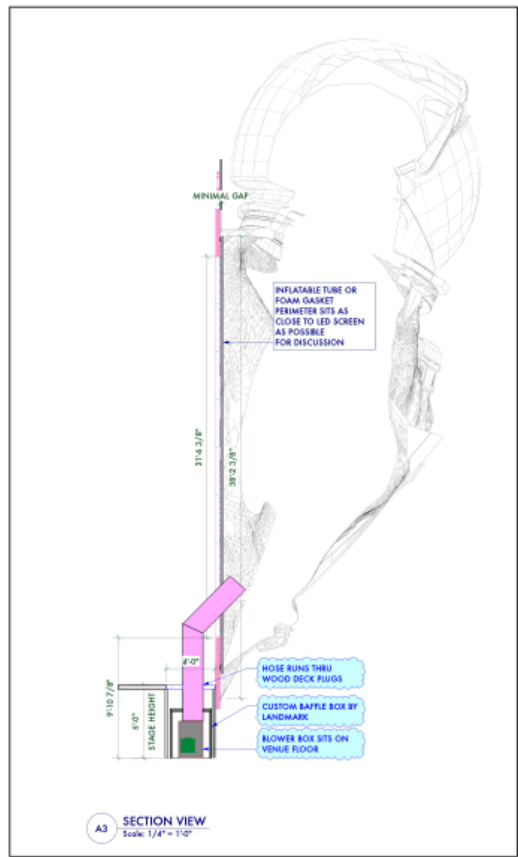
A2 HERO WALL / INFLATABLE - COMPOSITE ELEVATION
Scale: 1/8" = 1'-0"



12A HERO WALL / INFLATABLE - COMPOSITE PLAN
Scale: 1/8" = 1'-0"



A4 HERO WALL / INFLATABLE - LEFT ELEVATION
Scale: 1/8" = 1'-0"



A3 SECTION VIEW
Scale: 1/4" = 1'-0"

VMA
VIDEO MUSIC AWARDS

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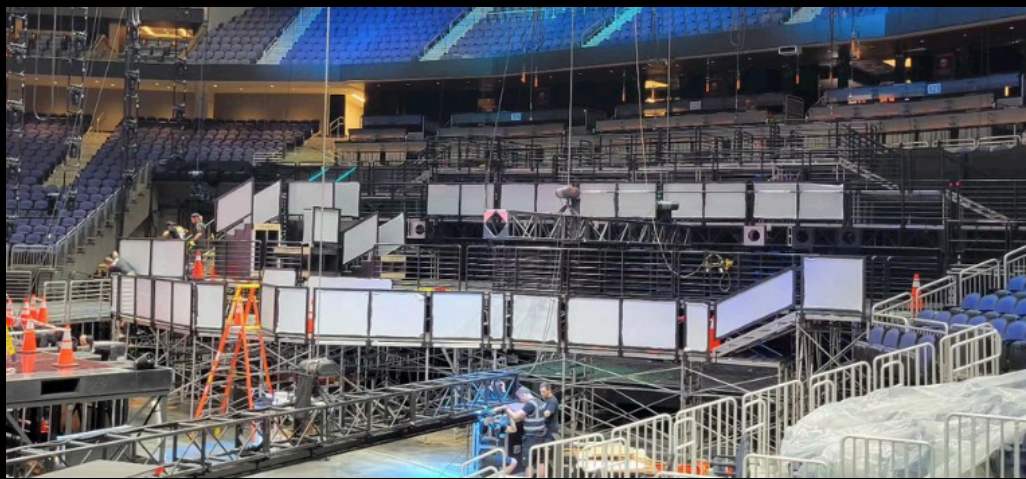
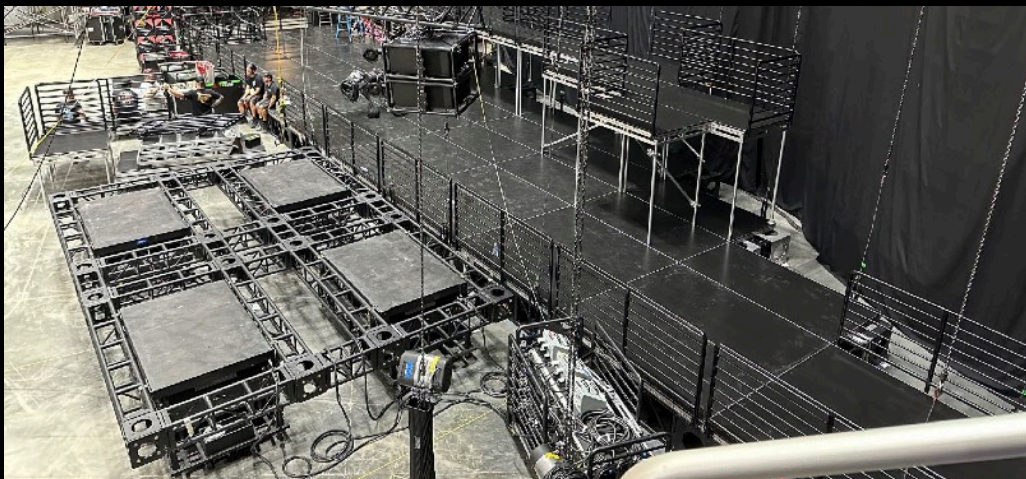
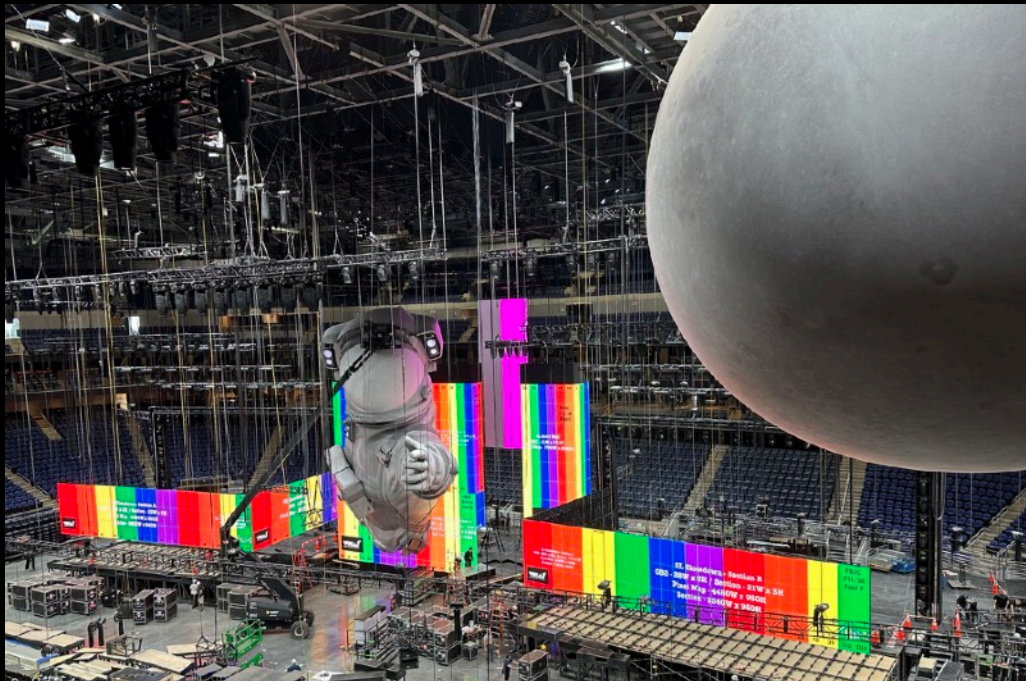
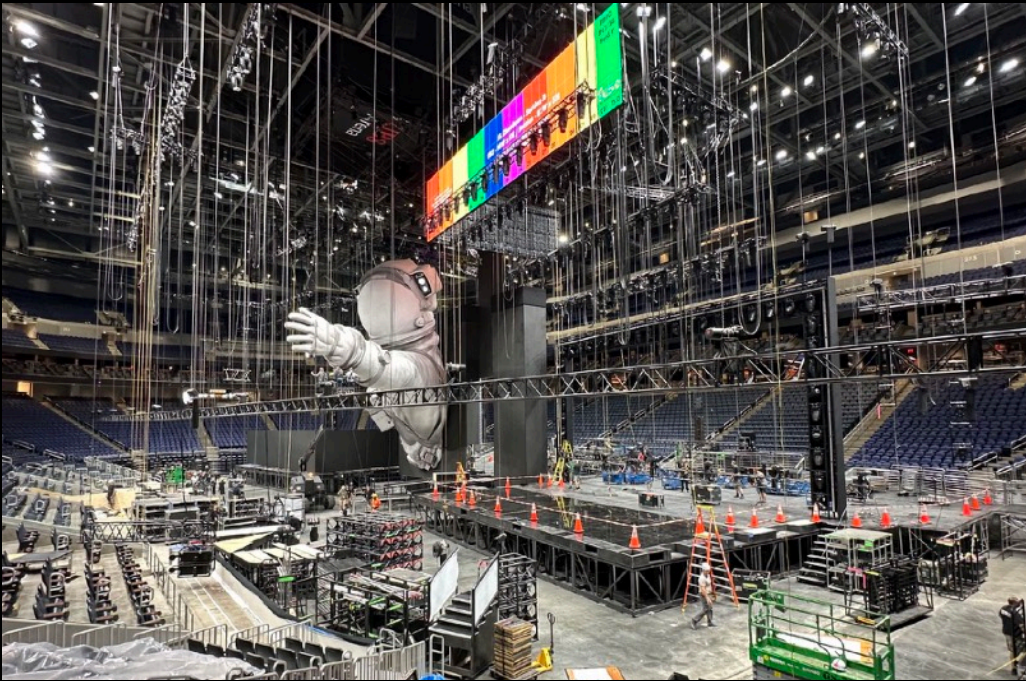
ART DIRECTOR: KRISTEN MERLINO
DESIGNED BY: LEX GIBSON/WAXT
SCALE: AS INDICATED
ISSUED: 7/24/24
DATE: 12/17/24 PM
DATE: 09.10.24
DATE: 08.28.24
VENUE: UBS ARENA
QUEENSA, NY
REVISIONS:
BY: JACOB CUSTON BARBA B&B

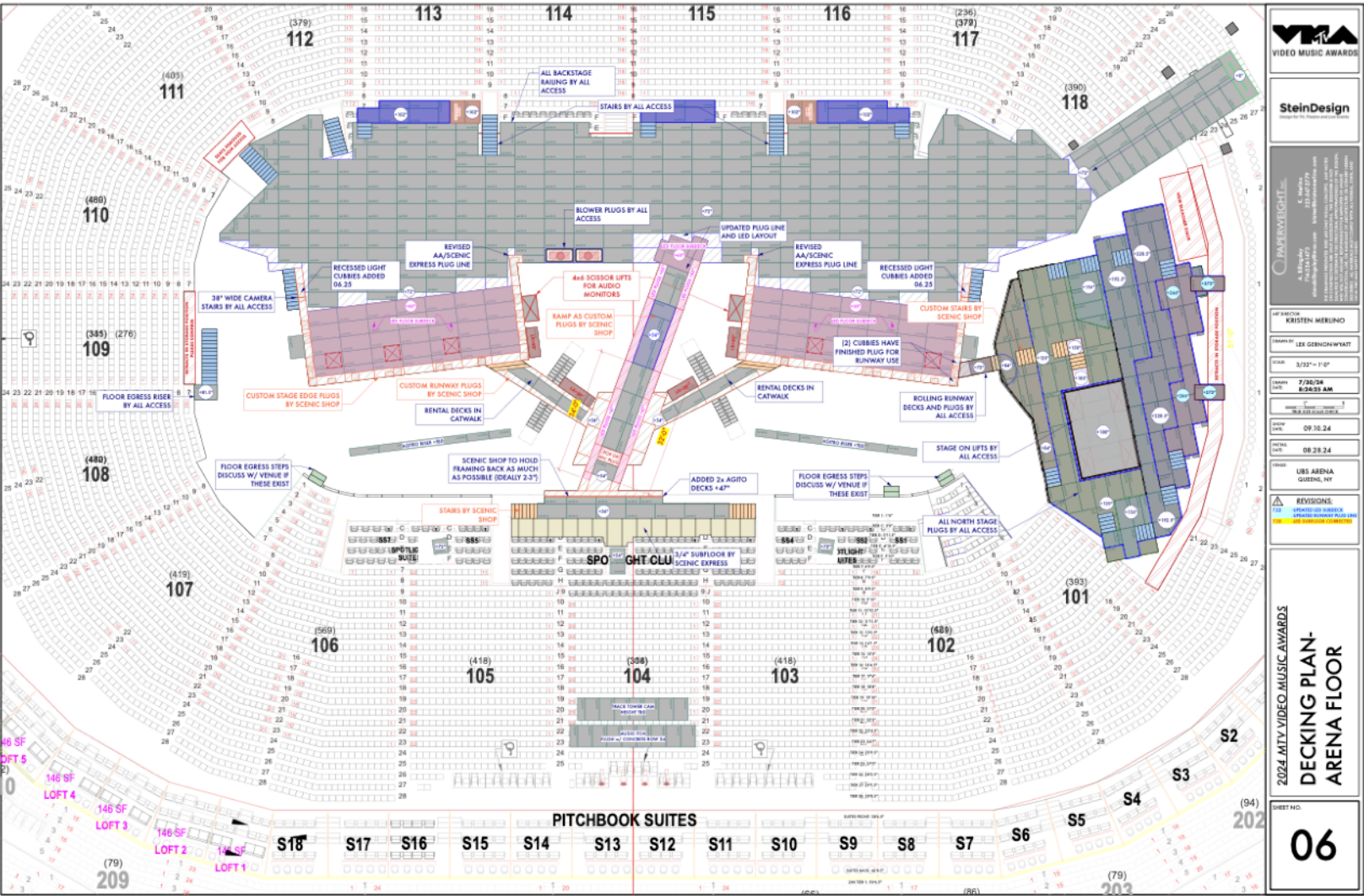
2024 MTV VIDEO MUSIC AWARDS
HERO WALL
COMPOSITE VIEWS

SHEET NO.
12A

- Inflatable Facts:**
- 3400 hours of technical design, sew and fabricate.
 - 62' tall, with an arm reach of 55' into the room.
 - Weight: 1200lbs.
 - 4200 yds of fabric.







Show Technical Facts:

- Heaviest show ever rigged by Kish Rigging, at nearly 400,000 lbs
- 12 Day Load-in
- 2 Day Load-out
- Over 1700 panels of LED
- 4 performance stages all connected by 4 catwalks
- Over 900 rental decks
- 4 lifts (the largest being 16'x24' and going up 19'H)
- The auxiliary "Fandom Stage" was 6 tiers, going up to 22' high supported by a large truss structure. Under the truss structure was a custom "underworld" that allowed talent and band gear access to the 16'x24' stage lift.





2024 MTV VMA Art Department

Production Designer: Matt Steinbrenner
Art Director: Kristen Merlino
Art Director (Performances): John Zuiker
Art Director (Performances): Ellen Jaworski
Assistant Art Director: Lex Gernon-Wyatt
Set Decorator: Gavi Dominguez
Set Decorator: Casey Adams
Art Department Coordinator: Katrina Songco