



# Brighter Days

Ahead

## ARIANA GRANDE: BRIGHTER DAYS AHEAD

PRODUCTION DESIGN BY  
ALEX DELGADO

DIRECTED BY  
CHRISTIAN BRESLAUER



2025 MTV Video Music Awards Winner:  
Video of the Year  
Best Pop

## ALEX DELGADO

I worked closely with director Christian Breslauer and Ariana Grande to define a visual language that felt emotionally honest to the scale and ambition of the album. Our focus was always mood first. Always balancing intimacy with spectacle as the film moved between memory, fantasy and reality. We designed and built tactile environments from handcrafted jewelry to aged, lived-in set dressing and clean futuristic set builds. Every detail was intentional, grounded in character and designed to serve the emotional arc of the film.





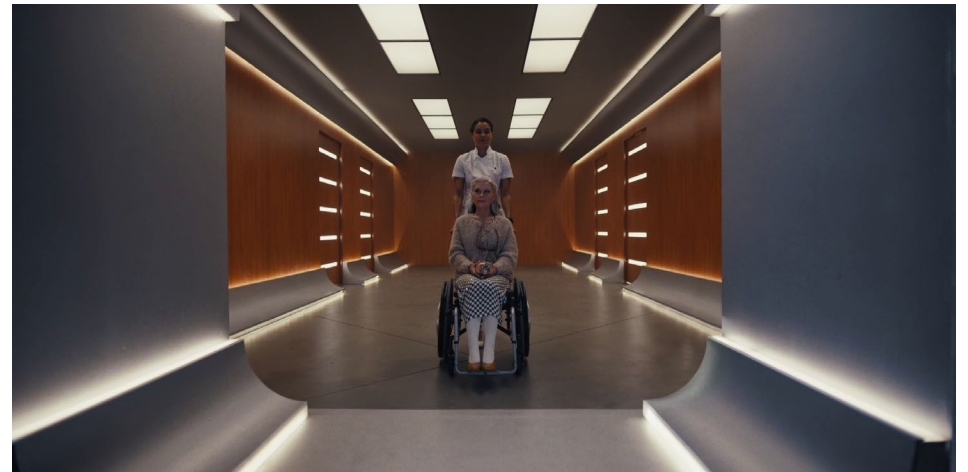


## BRIGHTER DAYS INC.

Seventy years after successfully erasing the memory of an ex-lover, Peaches sits in the waiting room of Brighter Days Inc.

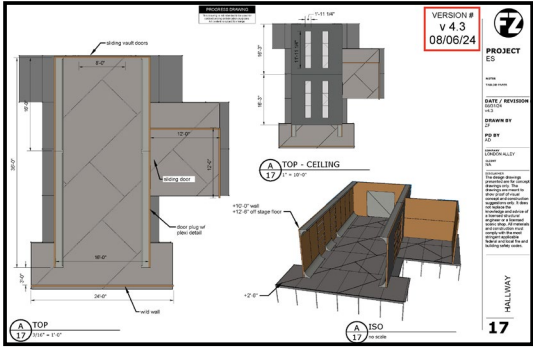
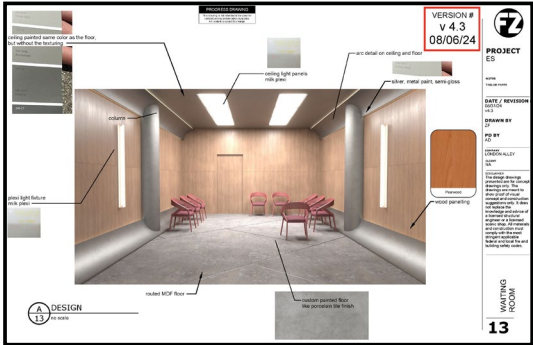
She is taken in to a room that would allow her to relive four of her most valuable memories for the final time.

Each memory taking place in a vividly real and heightened spaces. Ranging from supernatural encounters in collapsed societies to 19th century pubs in London and more.









**“ I don’t care what people say**

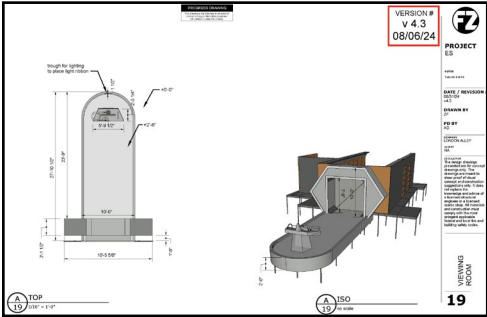
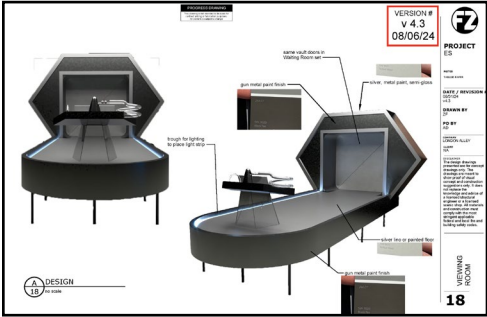
**We both know I couldn’t change you “**

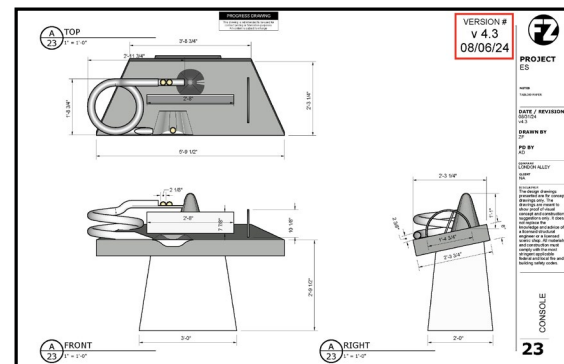
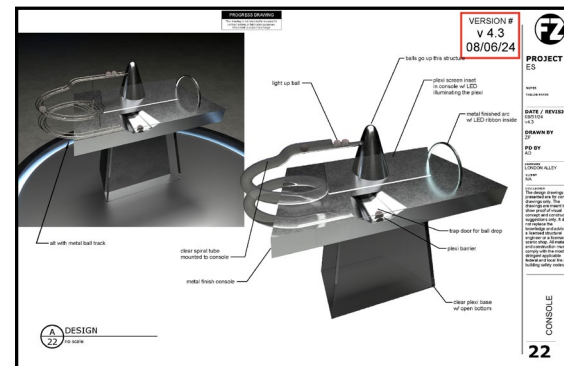
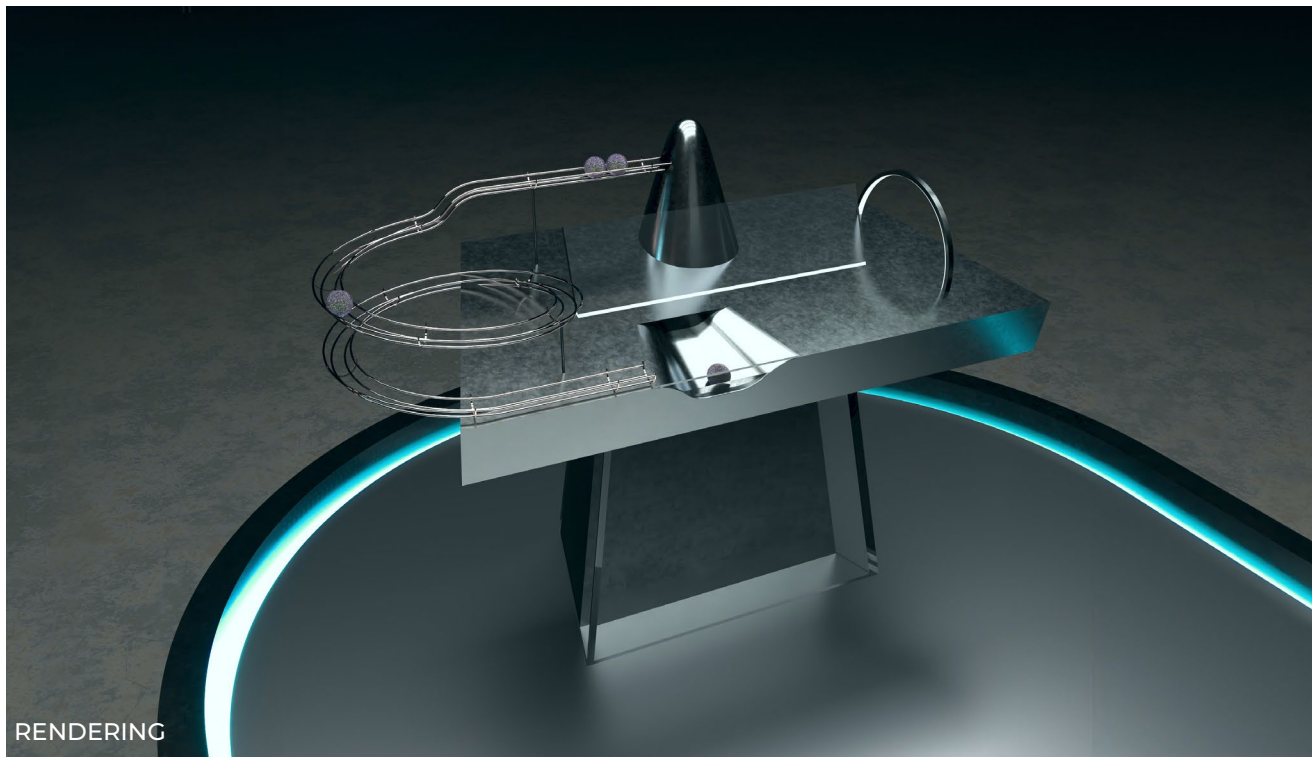
*Eternal Sunshine*

















**“ Did I dream the whole thing?**

**Was I just a nightmare? “**

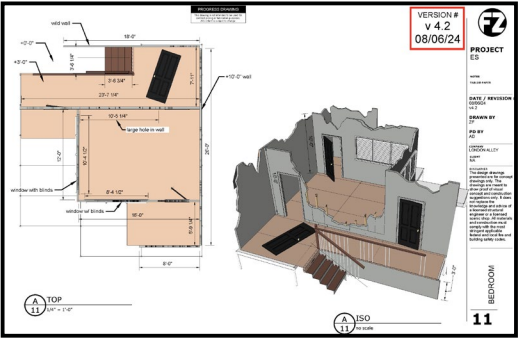
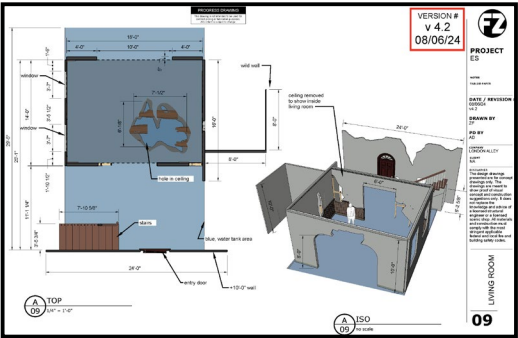
*Twilight Zone*







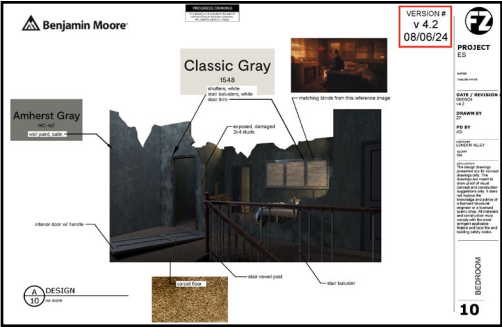




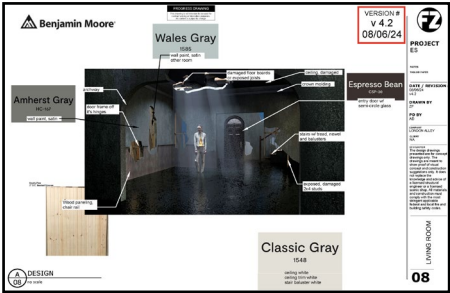


RENDERING













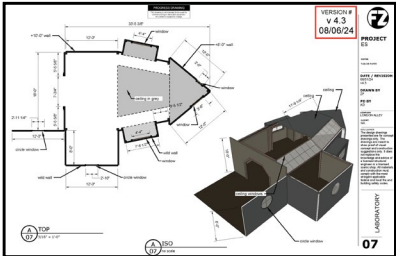
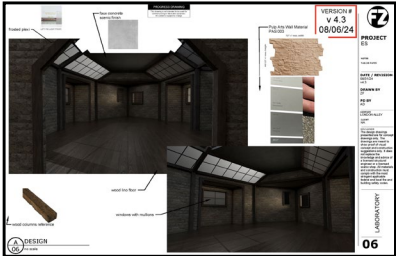














RENDERING



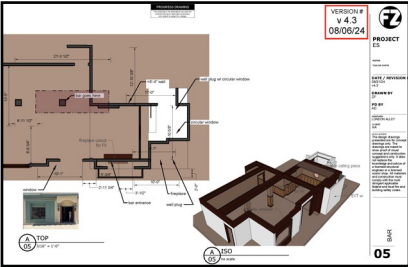
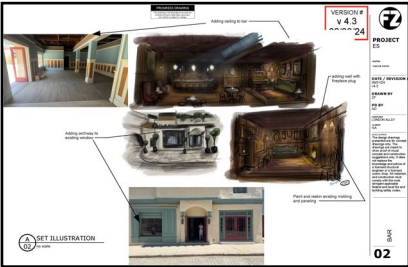


**“ You think you’ve read the book I’m still writing  
I can’t imagine wanting so badly to be right**

**Guess I’m forever on your mind  
I wonder why “**

*Hampstead*





**ALEX DELGADO**

PRODUCTION DESIGNER

**ZACHARY FRIEDMAN**

ART DIRECTOR

**DAN ENGWALL**

ART COORDINATOR

**VERONICA XIANNA**

SET DECORATOR

**CHRISTIAN CORIO**

SET DECORATOR





ARIANA GRANDE - BRIGHTER DAYS AHEAD

2026 ADG AWARDS CONSIDERATIONS

