Director's notes

"The iconic Colonel Sanders was part of our childhood—in commercials, on restaurant signs, and of course, always on the side of that famous red and white bucket.
So... we thought we knew him. But as it turns out, behind the white goatee and the black tie lies a much richer story. It was amazing to learn more about what The Colonel was like behind closed doors—his real story is even more remarkable than what we've been shown in the past.

We've now got a chance to shine a light on his colorful life and reveal more of his personality, with all his passion, quirks, and flaws on show for all to see. And quite frankly, we're glad The Colonel was such a tough bastard... because it paid off. And knowing the lengths he went to makes us appreciate his fried chicken even more. We can't wait to show the rest of the world the real Colonel"



Set Design Overview

The production design builds a bridge between mid-century historic authenticity and heightened fantasy realism, grounding Colonel Harland Sanders' story in the of 1940s and 1950s Americana while amplifying the legend surrounding his life.

Key Production Notes

- **Visual Aesthetic:** Grounded 1940s–1950s period realism with moments of heightened, storytelling-focused fantasy realism.
- **Practical Elements:** We used two fully functional retro kitchen including appliances, real period props, authentic roadside signage, and food prep and practical effects.
- **Character Narrative:** Environments designed to showcase the historical arch of Colonel Harland Sanders' story focusing on his relentless work ethic and obsessive drive for perfection.
- **Practical Effects:** In camera pyrotechnic effects, including Special Effects and food prep.




EQUILIBRIN
PELLETS




A
Fixed-23.98 FPS
180.0
ND 0.9
1250 EI
6400 +00
BAT 13.6 V
TC
8.6K
3:2
1.5x
800
Rec
X-OCN
ST
R: 0.0
T: - 11.3
VF
Look
SDI1/2
Look
SDI3/4
LOG
MON
Look
HDMI
Look
SDI REC
LAN
10:14:49:09
Look KFC_50D cube
Rec
A002C003
33 min





Set Decoration::
Piper rented every period jar in town!









Set Renders:
Steve Hardie







Dream sequence:
Stage build by Vision Scenery







Dream sequence:
Stage build



Reference imagery





Four Aces Set




B
Fixed-23.98 FPS
180.0
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6400 +00
BAT 14.3 V
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Look
SDI 3/4
LOG
MON
Look
HDMI
Look
SDI
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LAN
10:24:29:10
Look KFC_50D cube
Stby
B002C017
A
28 min




NO
SMOKING

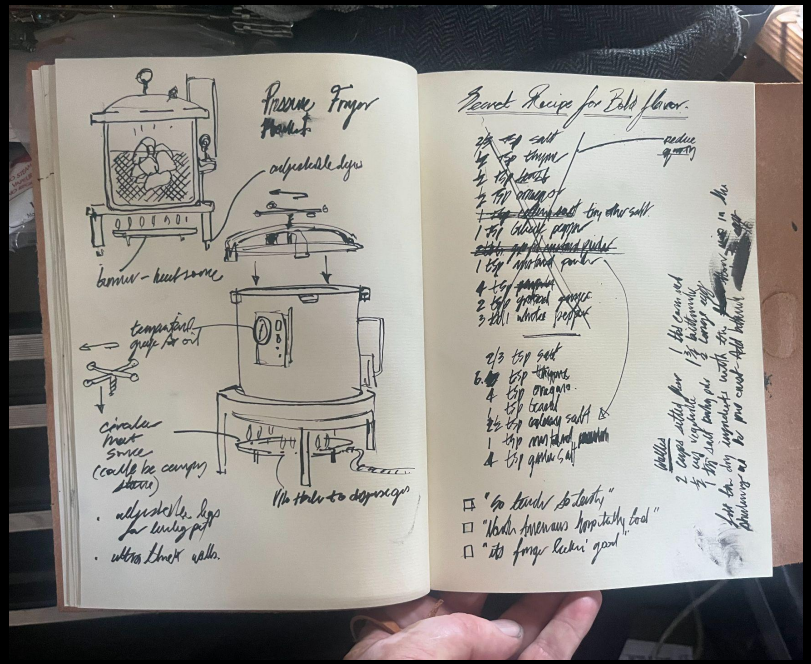




Four Aces Set: Practical EFX

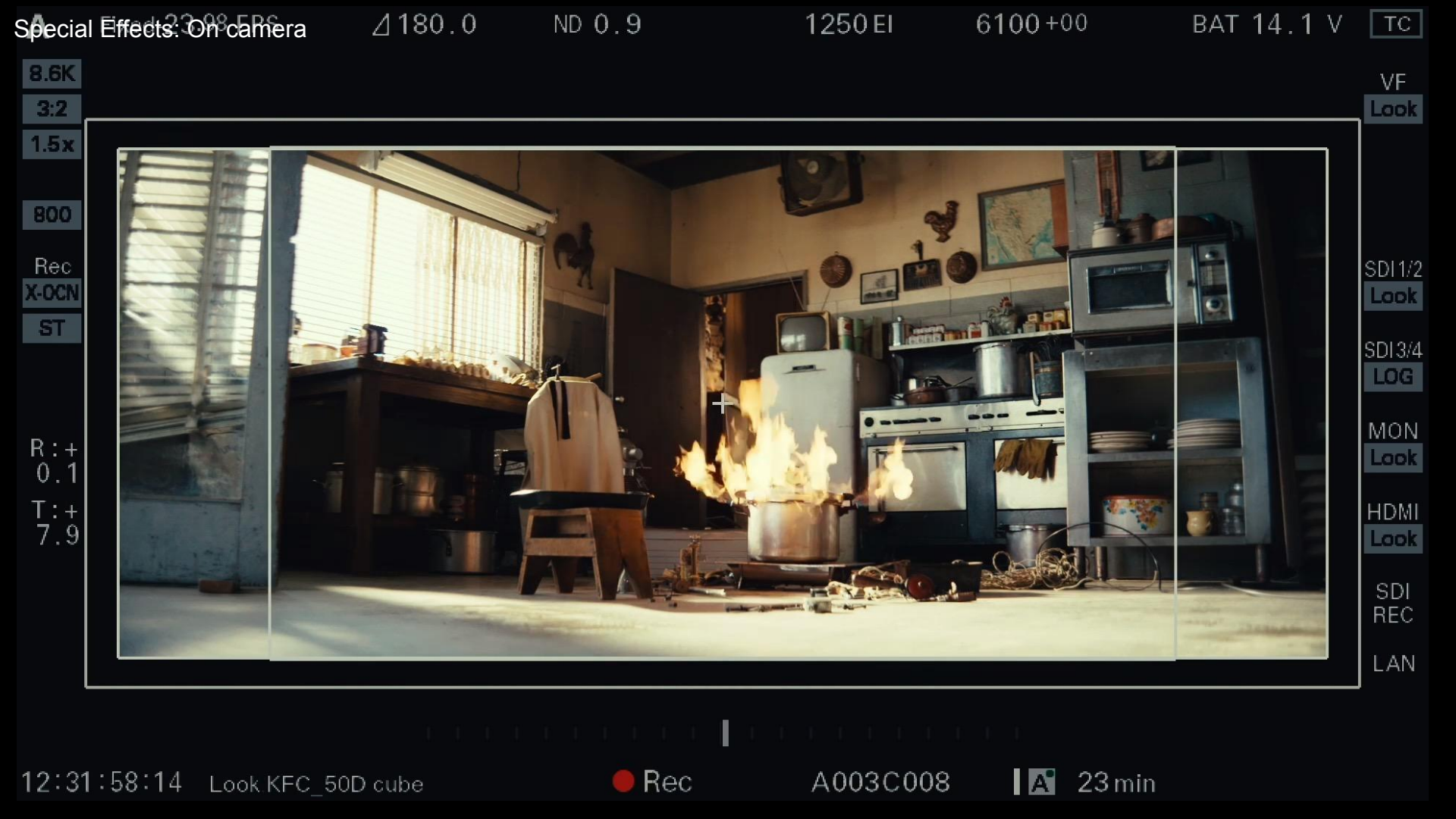


We built two practical Pressure Cooker prototypes.
Sketches by Pablo

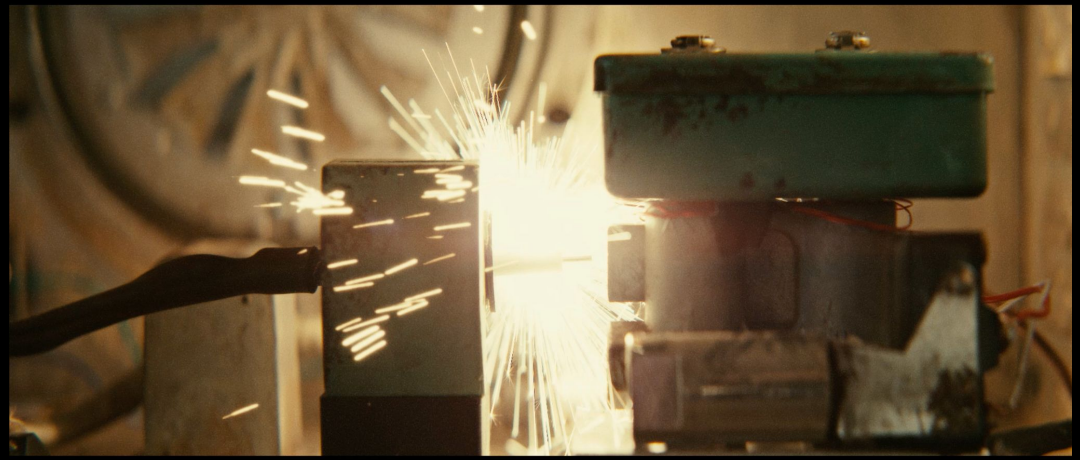







Special Effects: On camera
180.0
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BAT 14.1 V
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8.6K
3:2
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R : +
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T : +
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VF
Look
SDI 1/2
Look
SDI 3/4
LOG
MON
Look
HDMI
Look
SDI
REC
LAN
12:31:58:14
Look KFC_50D cube
Rec
A003C008
23 min

On camera custom prop rig

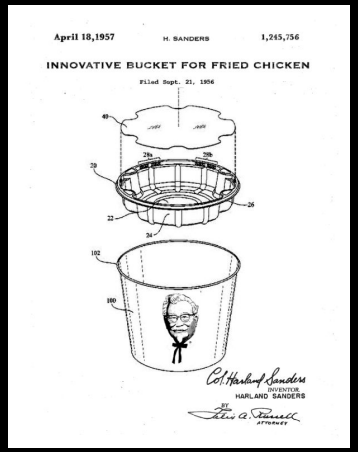


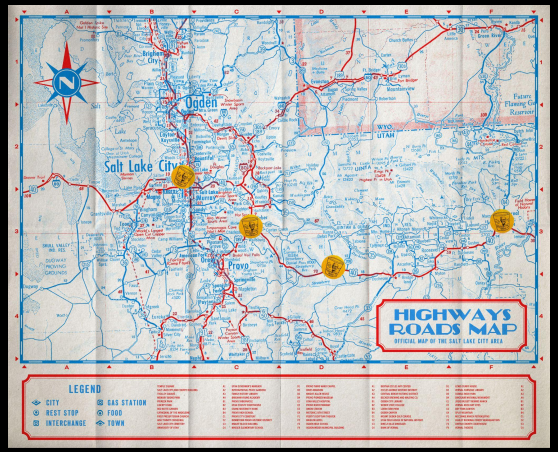


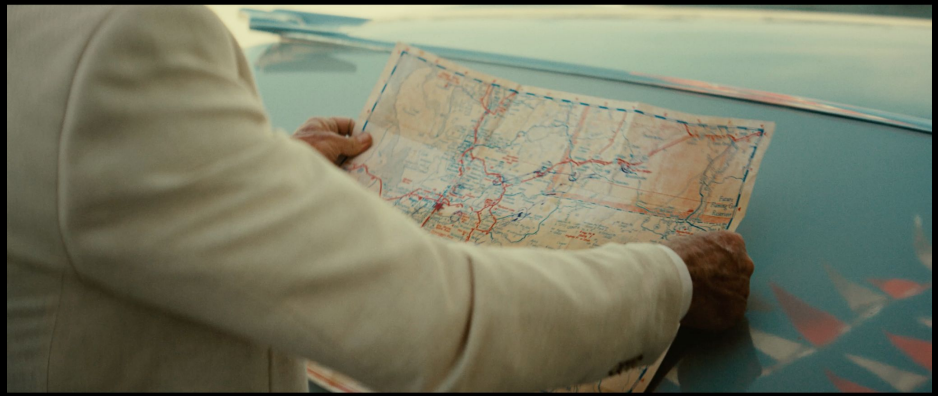


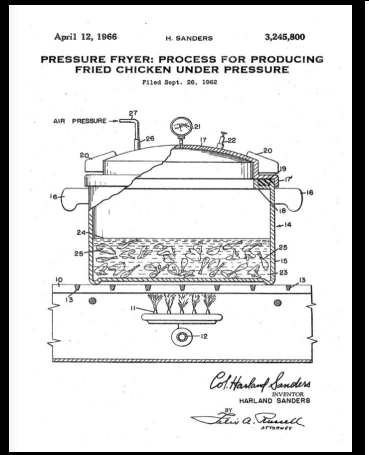


Period Graphics

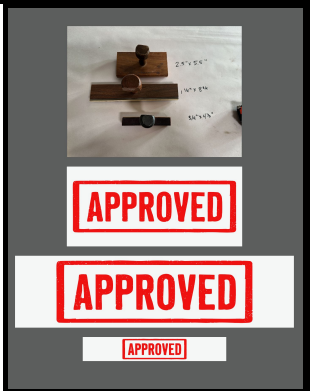
















This got edited out of the commercial but it really happened.












So Tender
So Truly


The Salt Lake City Journal
DELICIOUS
UNBELIEVABLE
KENTUCKY FRIED CHICKEN OPENS!!!!
AND IT'S FINGER LICKIN' GOOD
ONE MIGHT ASSUME WISDOM HAS TO COME WITH BRUISES. WE TO THIS DAY REMEMBER OUR STUMBLES IN VIVID DETAIL. THAT MYTH WE ARE TOLD WHERE EVERY MISTAKE IS NOBLE? NONSENSE. FAILURE STINGS. IT CAN SMELL OF DEFEAT. BE CAREFUL: A WOBBLY STEPPING LADDER, THAT SLIPPERY STONE PATH TO MILD REGRET. SOMETHING AWKWARD, NOT BETTER.


SAT 10A-6P
SUN-MON 10A-3P
CLOSED...
THANK YOU
NOTICE
BRAKES
TUNE-UPS

Frank’s diner. Working kitchen on camera.



Research into the original Kitchen appliances










A
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180.0
ND 0.6
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BAT 13.8 V
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R: –
0.3
T: –
15.5
VF
Look
SDI 1/2
Look
SDI 3/4
LOG
MON
Look
HDMI
Look
SDI
REC
LAN
10:01:09:22
Look KFC_50D cube
Rec
A014C001
34 min






A
Fixed-23.98 FPS
180.0
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1250 EI
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BAT 13.6 V
TC
8.6K
3:2
1.5x
800
Rec
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SDI 3/4
LOG
MON
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HDMI
Look
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LAN
AMS
10 50 23 03
"KFC" #25025
23.976
DORIAN & DANIEL
CHRISTOPHE COLLETTE
10:50:23:02
Look KFC_50D cube
Rec
A002C013
29 min

Food Stylist



Food Stylist




THE
COLONEL
LIVED

KFC

Production Designer:
Freyja Bardell

Art Director: Mundo Enriquez
Assistant Art Director: Steve Hardie
Assistant Art Director: Alicia Gerkin
Decorator: Piper Riley
Lead: Jorge Quintanilla
Props: Joseph Salcedo
Scenic: Sydney-Cavanaugh-Pellow
Set Construction: Vision Scenery
EFX: Damon Sarafian
Pyro: