

# CM STUDIO

Set Design, Set Building, Prop Making, Prop Styling

Art Direction & Set Design for TVC, digital & print content.

Below is a curated selection of works showcasing expertise in art direction, set design, set building, prop making, and prop styling.

# Penhaligon's 155 years | Set Design | Prop Making | Prop Styling | Set Building

We had the pleasure of designing the set for Penhaligon's, celebrating 150 remarkable years of their iconic brand.

This project involved prop making, set building, set design, and prop styling. Drawing on our multidisciplinary expertise and collaborating with incredible partners, we recreated elements such as one of Penhaligon's first shop doors, a 2,5 meters field of bluebell flowers, a custom-made organza mobile with panels nearly 3 meters tall, and a 2 x 2 meters giant bespoke wooden crate, among many other custom made props and unique prop sourcing.

[Click here to watch the full video and discover more!](#)

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it here](#)

Portfolio: Penhaligon's 155 years





Portfolio: Penhaligon's 155 years



# Honda

| Art Direction | Set Design | Prop Making

Collaborating closely with the director, we meticulously developed the art direction for these three distinctive worlds. Our vision involved extending these colossal 15 x 20 meter LED screens into immersive 3D environments, seamlessly merging 2D imagery with 3D props.

The key to success was crafting detailed 3D sketches that ensured the right proportions for elements like plants, trees, 3D sculptures and lampposts among others; creating a smooth transition between screen and props. This precision was essential to gauge the visual impact of each prop within the set, allowing us to optimise our budget by focusing on the most impactful elements.

[Click here to watch the full video and discover more!](#)

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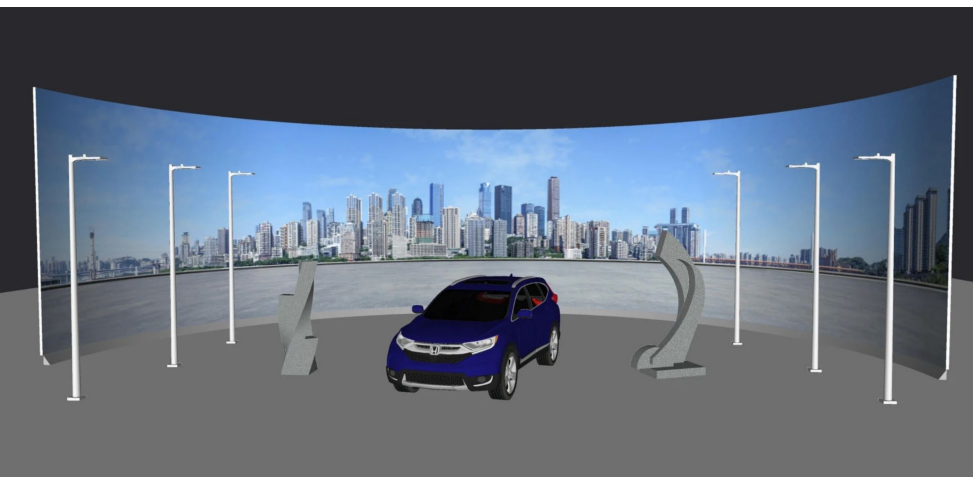
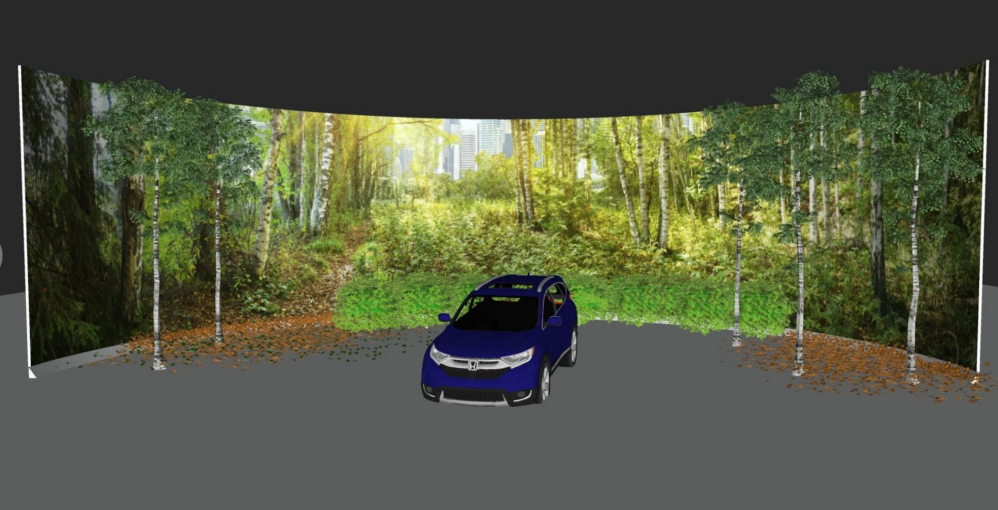


Portfolio: Honda

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Portfolio: Honda





Portfolio: Honda



# Wimbledon PTPA Event

| Production | Creative Direction | Art Direction | Set Design |  
Prop Making | Set Building

We love challenging projects and the dimensions of this 3-meter vintage racket proved to be an ideal canvas! We covered every step of this venture, from Creative Direction to Production, bolstered with the help of our amazing suppliers and partners.

This project was commissioned by our Canadian client PTPA, in conjunction with the festivities of the Wimbledon tournament.

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more](#)

Portfolio: Wimbledon PTPA Event



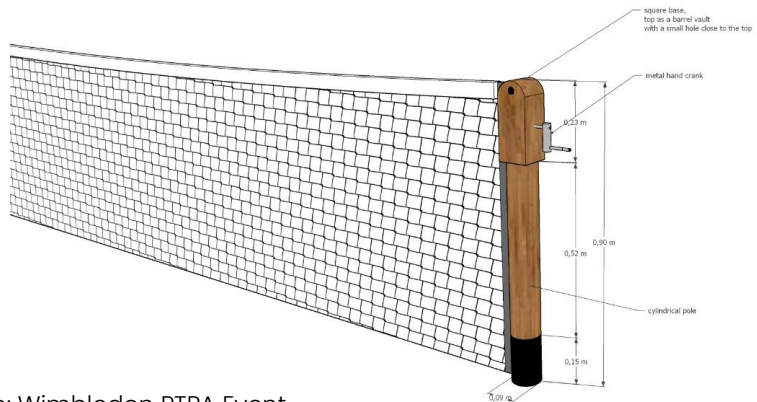
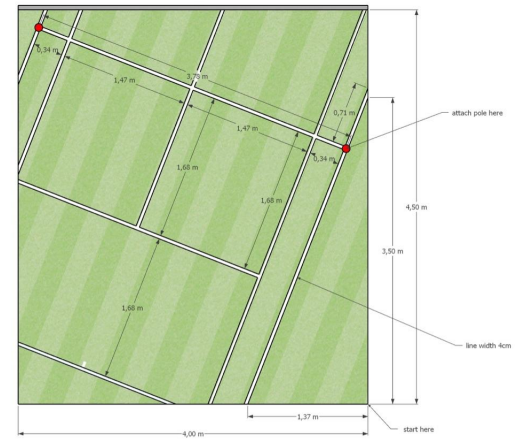
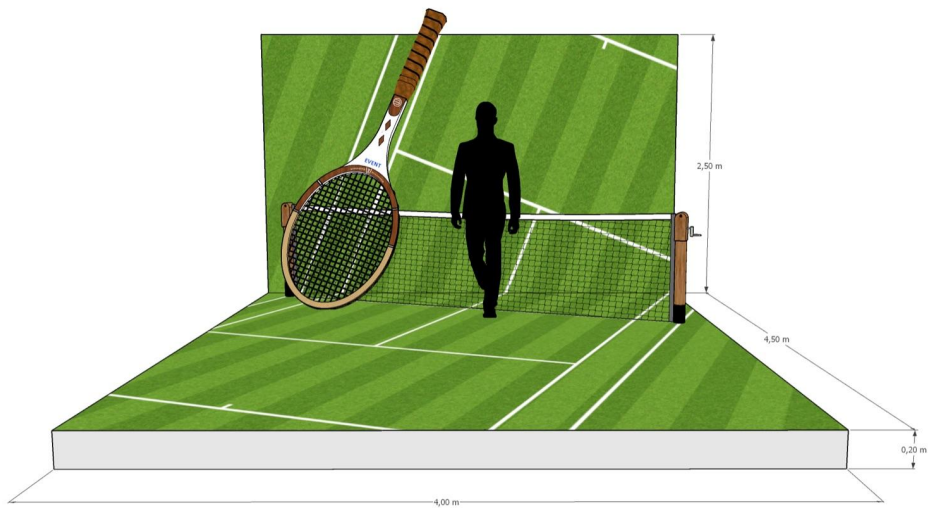




Portfolio: Wimbledon PTPA Event









Portfolio: Wimbledon PTPA Event

# Velux | Art Direction | Set Design | Set Building | Prop Styling

We believe in story-driven styling—for us, art direction and set design go beyond creating visually stunning images. Every scene must be relatable, immersive, and emotionally engaging to truly connect with the audience and drive conversion.

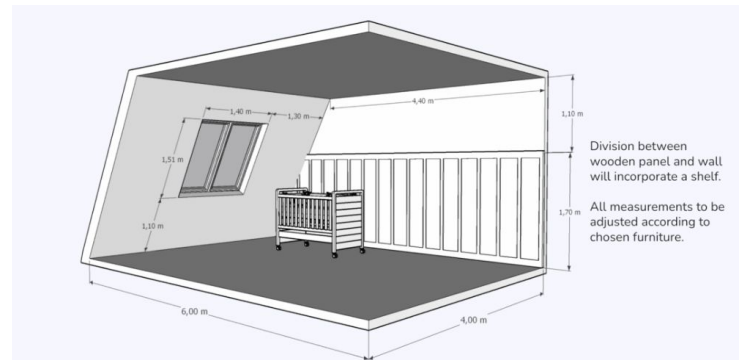
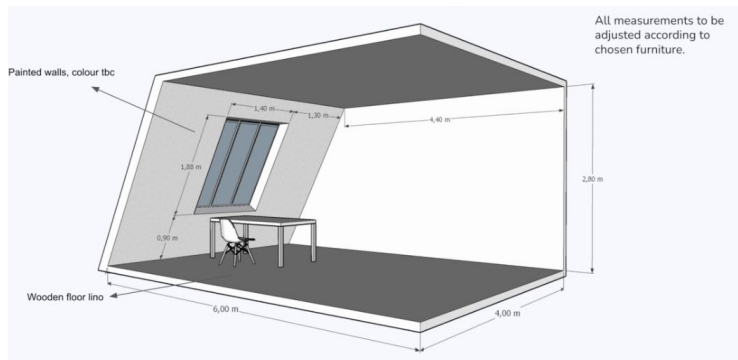
For this project, we meticulously designed three distinct sets, each tailored to resonate with a specific demographic. Every element—from props to furniture—was intentionally selected to reflect the brand's identity and appeal to its target audience. By crafting environments around well-defined characters, we ensured that every detail felt purposeful, authentic, and relevant to the brand's customers.

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more](#)





# Lush | Art Direction | Set Design | Prop Styling

We designed six sets for Lush, drawing inspiration from their thematic bath bomb selection, and ensured that each one had a distinct and unique identity.

Immersing ourselves in the story of each bath bomb, we created mood boards, sketches, collages, and technical drawings to develop each concept. Once the concepts were approved, we generated art decks and budget sheets to facilitate prop selection and budget control.

Each set brings to life a unique story, emphasizing the mood and feel of each distinct bath bomb.

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more](#)



Portfolio: Lush







Portfolio: Lush













Portfolio: Lush



# Virgin Red | Art Direction | Set Design | Set Building

With careful consideration of demographics and thorough briefings, we delved into entirely different worlds of textures, furnishings and props, ensuring that every detail was purposeful.

Through meticulous 3D sketches of each set, we gained a deep understanding of the spatial requirements for every piece of furniture, guaranteeing optimal selections while minimising unnecessary prop expenses. This method streamlined our time management on set, a crucial asset when navigating tight deadlines.

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more](#)

# GETTING GIG

## READY

TICKETMASTER

£1 = 1 VIRGIN POINT

Portfolio: Virgin Red

 **POINT  
MADE**







# Audible Wellness | Art Direction | Set Design | Set Building

We take pride in being problem solvers, pushing creative boundaries to craft compelling narratives—even within budget and location constraints.

For this project, we went above and beyond to create an immersive story, carefully balancing practicality and aesthetics. From sourcing the perfect tree—both in size and budget—to designing a seamless set transition, we ensured a smooth reset between scenes by strategically covering the floor under the soil. Additionally, we conceptualized a room without walls, making it feel purposeful and surreal, perfectly aligning with the campaign's storytelling.

[Click here to watch the full video and discover more!](#)

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it here](#)

audible ORIGINAL



audible ORIGINAL



audible ORIGINAL



# Amazon

| Art Direction | Set Design | Set Building | Prop Styling | Prop Making

We designed three distinct sets for this project. The objective was to establish a uniform colour palette and a general mood and feel, ensuring consistency between still life and moving images.

In collaboration with the creative director, we created a series of collages to showcase ideas and refine the concept. A foundational set was developed, and key props were customized and sourced to bring each theme to life.

The outcome was a versatile set design, easily adaptable to each theme, ensuring cost and time effectiveness in both pre-production and on the shooting day.

[Click here to watch the full video and discover more!](#)

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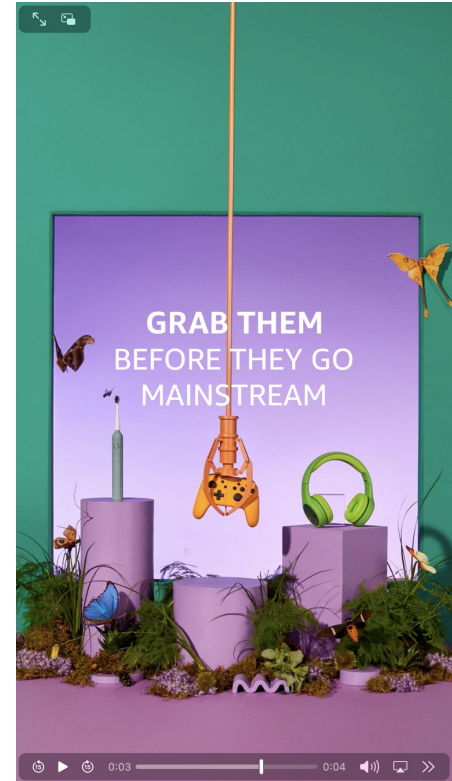
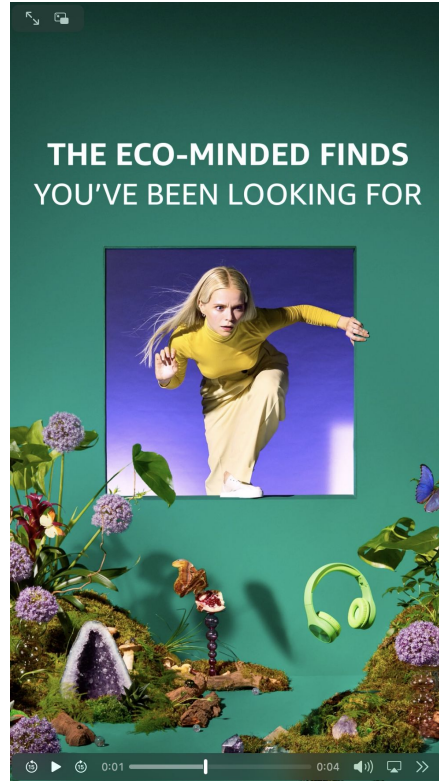
Portfolio: Amazon

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