LW

LORD WHITNEY

~ Connoisseurs of Make-Believe ~

A ZIG WITHOUT A ZAG

Concept, Art Direction, Set Design & Prop Making

—

Client: Missoni / Hunger Magazine

Photography: Rankin

Editorial stills and film for Missoni produced in collaboration with Rankin. With its bright colours, bespoke sets and costumes the overall result balances a sense of pure fun while also conveying Missoni's key values of family and craftsmanship.

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Concept, Art Direction, Set Design & Prop Making

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Client: Missoni / Hunger Magazine

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A ZIG WITHOUT A ZAG

Concept, Art Direction, Set Design & Prop Making

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Client: Missoni / Hunger Magazine

Photography: Rankin

BECAUSE NO REASON

Art Direction & Prop Styling

—

Client: Colonel Blimp / Chambord

Director: Abbie Stephens

Lord Whitney worked with director Abbie Stephens and in a meeting of minds to create the props for a series of Chambord spots. The four films feature a juxtaposition of seemingly unrelated objects, which required a complex and careful choosing to perfectly compliment the films' beautiful aesthetics and colour palette.

BECAUSE NO REASON

Art Direction & Prop Styling

—

Client: Colonel Blimp / Chambord

Director: Abbie Stephens

There was an Old Person of Leeds,
Whose head was infested with beads;
She sat on a stool and ate gooseberry-fool,
Which agreed with that Person of Leeds.

NONSENSE

Concept, Art Direction & Prop Making

—

Client: Hunger Magazine
Photography: Rankin

Concept and art direction for Hunger Magazine issue 4 based around the Nonsense rhymes of Edward Lear.

NONSENSE

Concept, Art Direction & Prop Making

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Client: Hunger Magazine

Photography: Rankin

NONSENSE

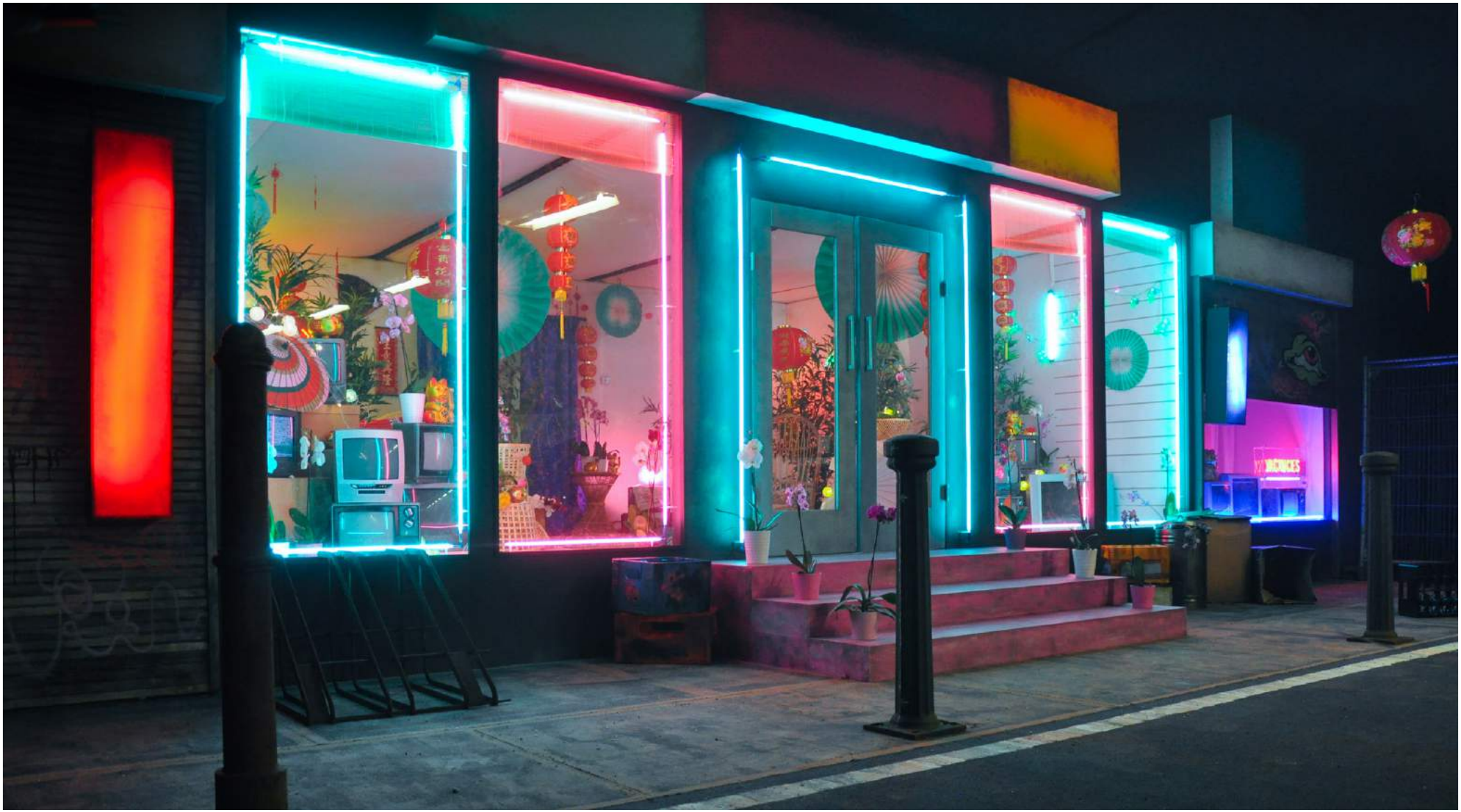
Concept, Art Direction & Prop Making

—

Client: Hunger Magazine

Photography: Rankin

There was an Old Man of the Hague,
Whose ideas were excessively vague;
He built a balloon to examine the moon,
That deluded Old Man of the Hague.



THE NIGHT IS STILL YOUNG - NICKI MINAJ

UK Production Design, Set Design & Build

—

Client: Nicki Minaj / London Alley

Director: Hannah Lux-Davis

Set design and build for Nicki Minaj Music video 'The Night is Still Young'. Working closely with director Hannah Lux-Davis Lord Whitney created a colourful oriental inspired world for Nicki and her dancers.

THE NIGHT IS STILL YOUNG - NICKI MINAJ

UK Production Design, Set Design & Build

—

Client: Nicki Minaj / London Alley

Director: Hannah Lux-Davis

URBAN ZOO

Concept & Prop Making

—

Client: Nici & Karin/ Kikimora Magazine

Photography: Karin Berndl

Working alongside the photography duo Nici + Karin, Lord Whitney created animal magic for an editorial for Kikimora magazine. Using everyday objects, they constructed lo-fi animals against the contrasting backdrop of urban city streets to create a magical make-believe menagerie.

URBAN ZOO

Concept & Prop Making

—

Client: Nici & Karin/ Kikimora Magazine

Photography: Karin Berndl

URBAN ZOO

Concept & Prop Making

—

Client: Nici & Karin/ Kikimora Magazine

Photography: Karin Berndl

JOY - WILL YOUNG

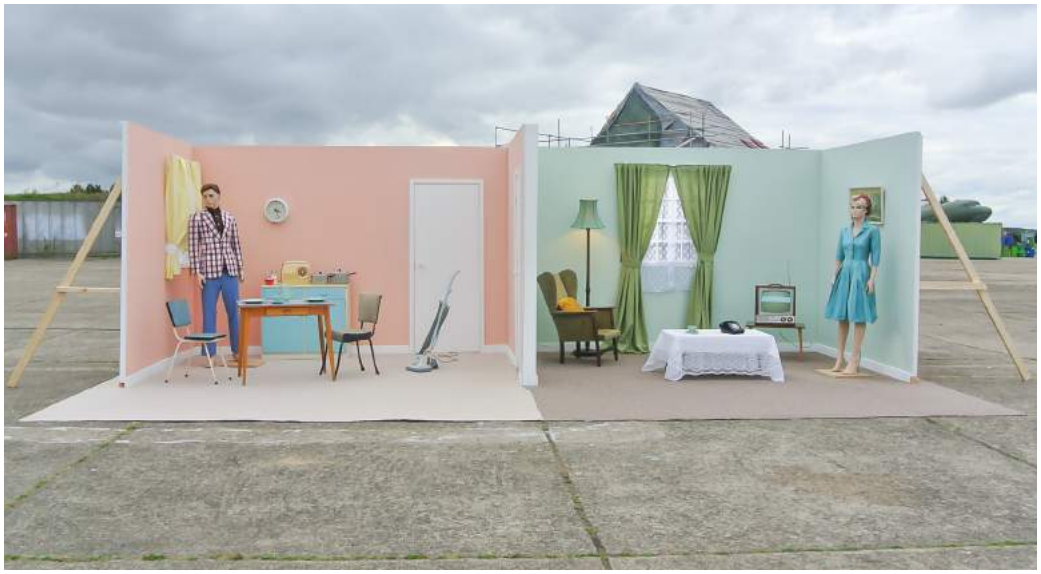
Art Direction, Set Design & Build

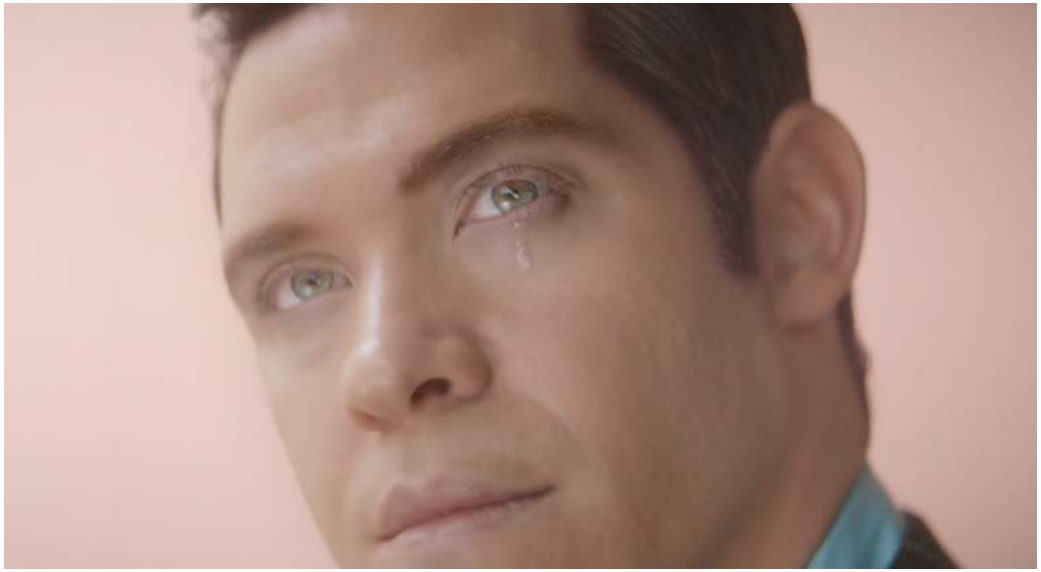
—

Client: Will Young/ MPC

Director: Dan Henshaw

Set in an eerie world of mannequins, Lord Whitney designed and built a set reminiscent of the atomic bomb houses of 50's America. Young takes on the role of a plastic figure in the colourful music video, which sees him break out of his artificial surroundings to avoid an explosive end.





JOY - WILL YOUNG

Art Direction, Set Design & Build

—

Client: Will Young/ MPC

Director: Dan Henshaw

INCREDIBLE INVENTIONS

Concept, Art Direction & Prop Making

—

Client: Hunger Magazine
Photography: Rankin

Concept and art direction for Hunger Magazine issue 5 based around weird and wonderful inventions.

INCREDIBLE INVENTIONS

Concept, Art Direction & Prop Making

—

Client: Hunger Magazine

Photography: Rankin

NIPPON
Starblitz

JUSTE UN CLOU

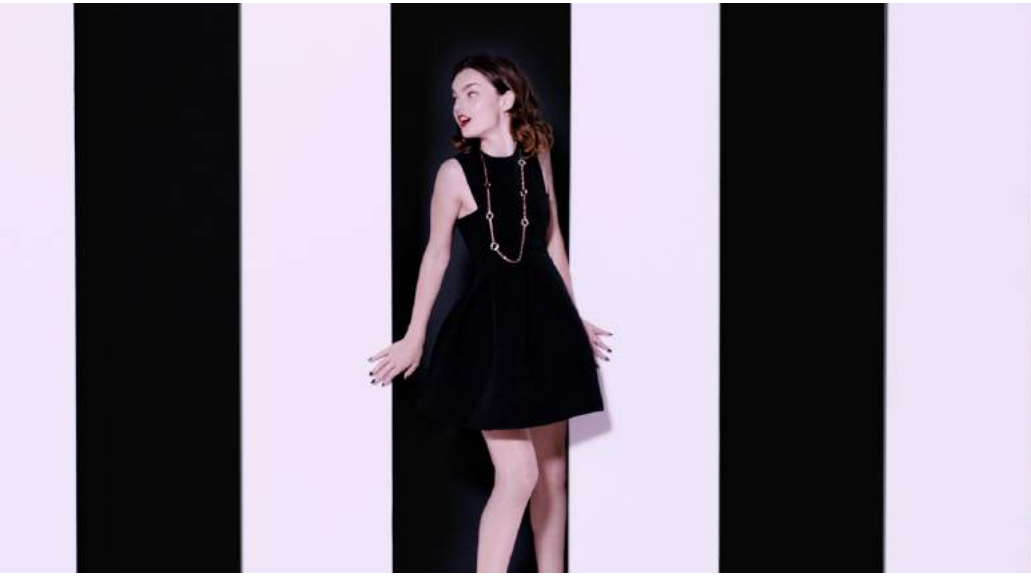
Ideas Development, Set Design & Prop Making

—

Client: Cartier / Hunger Magazine

Photography: Rankin

To highlight the playful, confident and surprising nature of Cartier's unique jewellery collection, Lord Whitney worked alongside Hungers Creative Director Vicky Lawton and Rankin to create a fashion film that plays with perceptions and uses low tech visual trickery.



JUSTE UN CLOU
Ideas Development, Set Design & Prop Making
—
Client: Cartier / Hunger Magazine
Photography: Rankin

LYCRA MOVES YOU

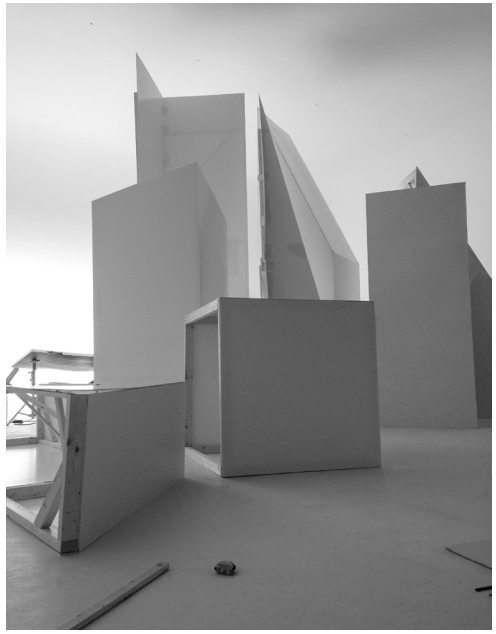
Set Design & Build

—

Client: Lycra / Full Service Agency

Photography: Rankin

Set Design for the new Lycra worldwide ad campaign. The set consisted of 18ft hand crafted geometric shapes.



LYCRA MOVES YOU

Set Design & Build

—

Client: Lycra / Full Service Agency

Photography: Rankin

A STEP INTO THE THIRD DIMENSION

Art Direction, Set Design & Prop Making

—

Client: Self initiated Project

Photography: Lord Whitney

A photographic collaboration with illustrator Jack Hudson. The project turned Jack's vibrant and playful illustrations into 3D, bringing his 2D characters to life through set, props and costume.

A STEP INTO THE THIRD DIMENSION

Art Direction, Set Design & Prop Making

—

Client: Self initiated Project

Photography: Lord Whitney

MOCK 'N' ROLL

Art Direction & Set Design

—

Client: Self Initiated Project

Photography: Lord Whitney

A collaborative project with illustrator Jack Hudson to create an entire back catalogue of LP cover designs for a series of fictitious musical artists. The collaborative project resulted in an exhibition at Leeds Gallery featuring 20 original pieces of work. We also commissioned 20 musicians to write and produce a series of unique songs inspired by these artworks.

MOCK 'N' ROLL

Art Direction & Set Design

—

Client: Self Initiated Project

Photography: Lord Whitney

MOCK 'N' ROLL

Art Direction & Set Design

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Client: Self Initiated Project

Photography: Lord Whitney

LORE OF THE NORTH

Concept, Art Direction & Set Build

—

Client: Self Initiated Project
Photography: James Rhodes

'Lore of the North' is an Arts Council and Leeds Inspired funded project that dives headfirst into the magical world of Folklore, specifically in Yorkshire. After researching and seeking out experts and forgotten books, Lord Whitney created a version of the world of folklore that comprises their visual aesthetic with subtly referenced myths and motifs, with the aim to capture fleeting moments from an infinite myth.

LORE OF THE NORTH

Concept, Art Direction & Set Build

—

Client: Self Initiated Project

Photography: James Rhodes

LORE OF THE NORTH

Concept, Art Direction & Set Build

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Client: Self Initiated Project

Photography: James Rhodes

THE WOOD BENEATH THE WORLD

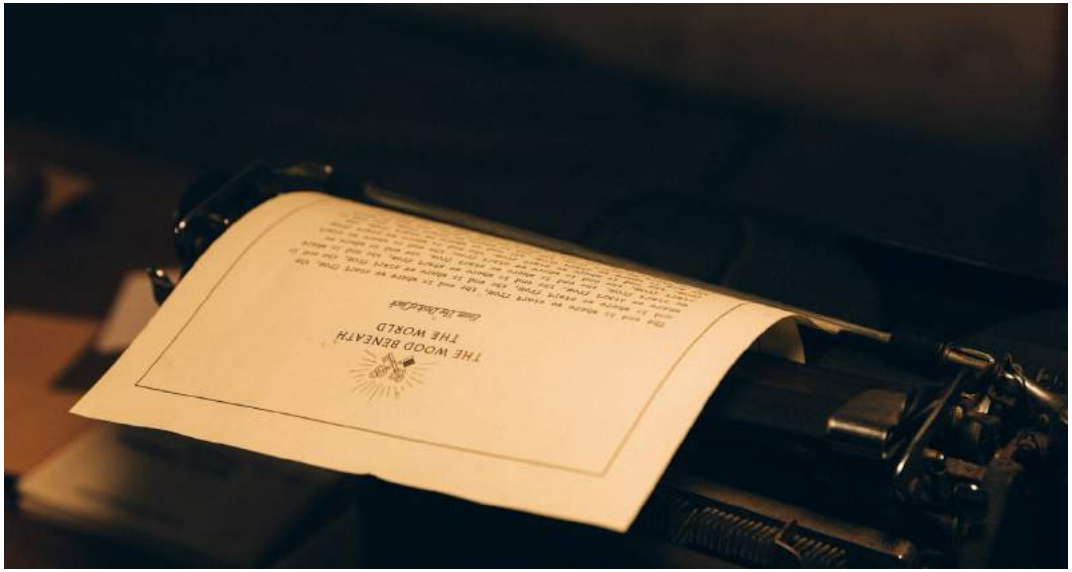
Concept, Creative Direction & Build

—

Client: Leeds City Council

Photography: Lord Whitney

The Wood beneath the World is a large-scale installation hidden in the depths of Leeds Town Hall. The project combines striking set design with immersive theatre to create a visually stunning environment designed to encourage exploration, imagination and creativity.



THE WOOD BENEATH THE WORLD

Concept, Creative Direction & Build

—

Client: Leeds City Council

Photography: Giles Smith / David Lindsay

Lord Whitney is a creative studio specialising in highly original and exciting Art Direction, Set Design, Production Design and Prop-Making. Founded by creative directors and designers Amy Lord and Rebekah Whitney it has since grown into a team that includes producers, designers and set builders. We apply our playful and vibrant work across a huge variety of projects including editorials, music videos, live experiences, commercial shoots, installations and many more.

It is our distinctive aesthetic style, inventive ideas, professionalism and unique eye for detail which creates successful projects, working creatively from concepts and designs through to finished products.

Our projects range from the nonsensical to the absurd; from sets within rooms to rooms within sets; from creating a world on a page, to walking through worlds spanning entire buildings. We are ruled by our passion for play, our curiosity and our belief in make-believe.

Selected Clients: Missoni, Cartier, Lycra, Tanqueray, London Alley, Nicki Minaj, Will Young, Universal, Hunger Magazine, London Collections, Tate Liverpool, Glastonbury Festival, Secret Garden Party, The Princes Trust, TFL, M&C Saatchi, CHI & Partners, Music Agency, YCN.

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