



2022 show design concept

4.6.21



We've had a great time exploring the artistic possibilities of using a concept-art style for the **NHL Tonight** open. As always, we appreciate your inspiration to push the boundaries of graphic design and bring something fresh and exciting to **NHL Network**.

Lava's painterly technique takes on that challenge and will create a *very distinctive show aesthetic* for **NHL Tonight**.

We love this direction, and we've done a lot of *researching and testing* to get to this point where we're very excited about the animation opportunity.

**LAVA**



## Approach

***The art is the key to this piece.*** Creating *beautiful, epic and artistic paintings* will capture the attention of the viewer in a way that they are not accustomed to seeing in a sports open.

This concept art will capture action with an artistic approach and *conceptual compositions* that are not possible to view in person or during a TV broadcast. *Ice POVs, puck POVs* and *unique camera angles* will create a sense of energy and drama. The setting for this hockey action is a surreal ice landscape with *fantastic skies, dramatic shadows and the Aurora Borealis above*. The color palette uses cool icy blues and accents pops of colors to create a very rich painted image.



These dramatic frozen moments will combine *parallax layers, 3D camera projections and atmospheric particles* to give each scene a sense of space and depth. The camera speed is also an essential element that adds energy to this open. We move through very slow frozen moments to fast moving transitions. The *camera never stops* as we seamlessly transition from one scene to the next and change the orientation of the viewer with *dramatic, unexpected POV shifts*.

We avoid the pre-viz vibe by keeping the painting active, by having the paint strokes continue to paint on and fill in certain details, making *everything feel intentional and evolving* for the scene. The animated paint strokes also serve as a support element to navigate us from one scene to the next, creating a living painting.



We have created some style frames and a storyboard to show you how we've applied these thoughts, and to give you a sense of the narrative. We also have created a motion test that captures the depth in the scenes and the camera movement quality. All these elements are here to serve as "*proof of concept*" and execution.

This will be a *unique and distinctive open* and we are excited to work with you all once again to create another inspiring show package. We look forward to further discussions and development.

Thank you,  
**David Woodward**  
Creative Director

**LAVA**







1. All scenes are created in concept art painted style. Camera drifts up from a slowly spinning painted hockey puck with NHL Tonight logo.

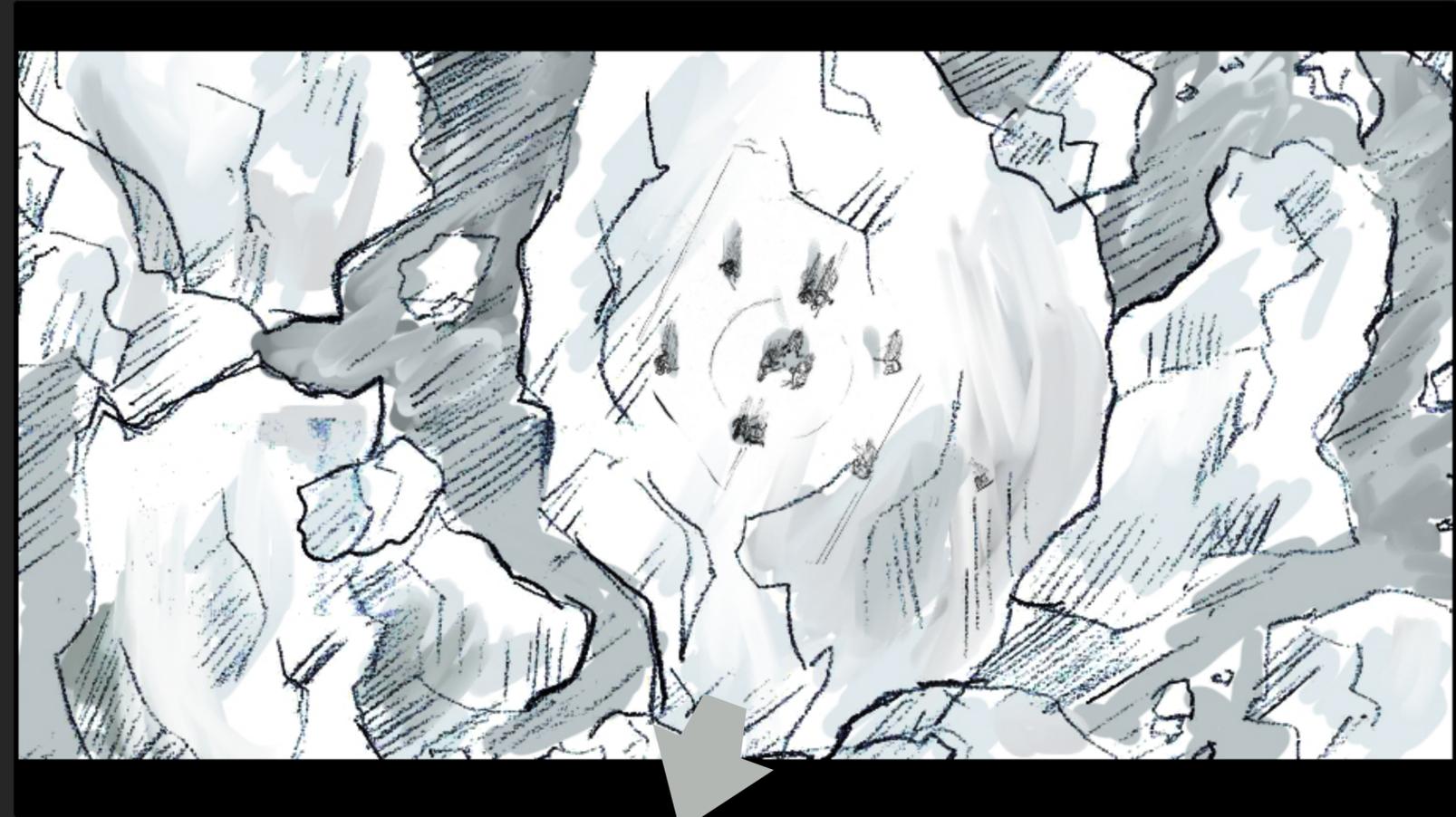
Music starts



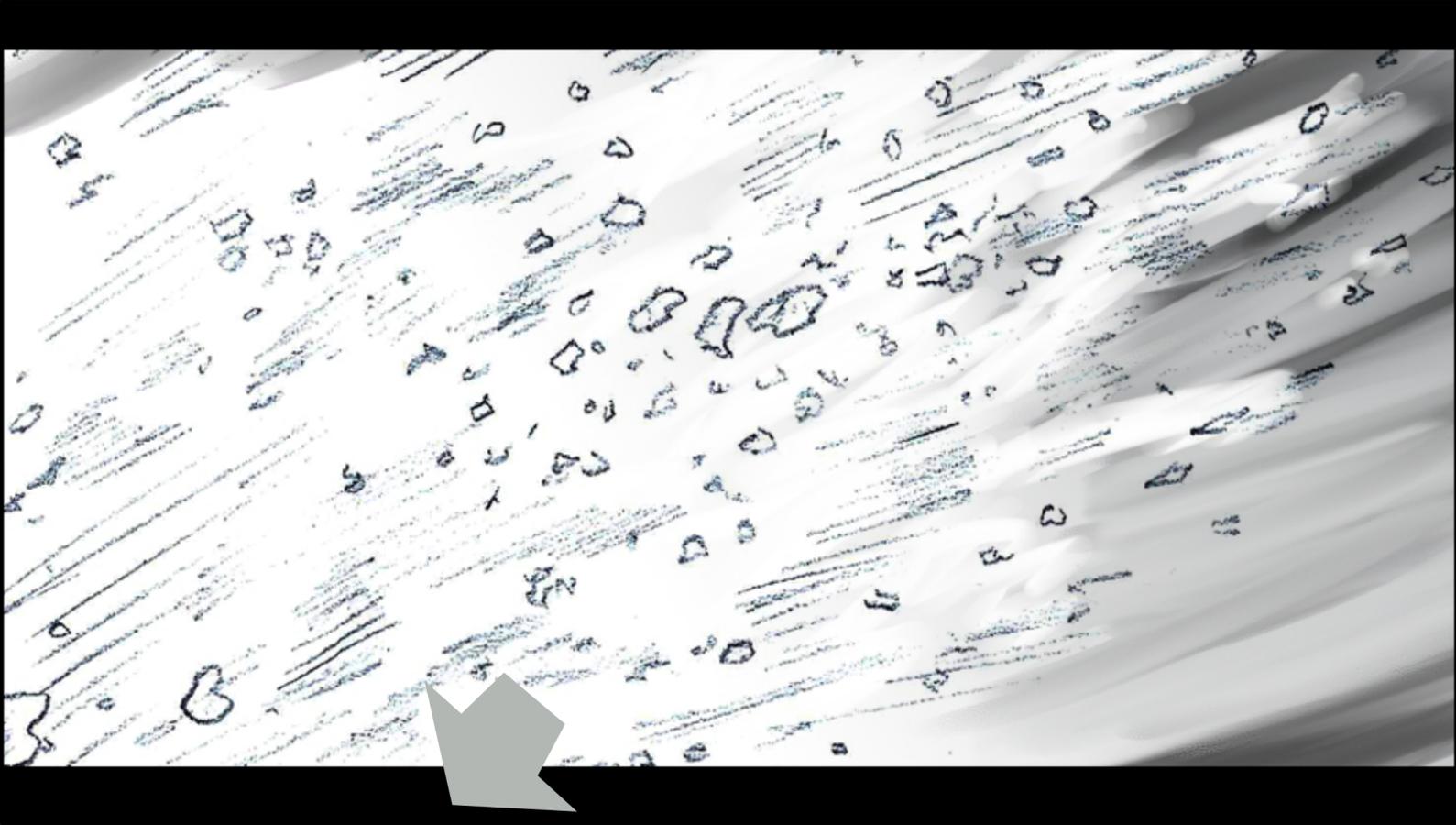
2. The camera accelerates upwards from the puck and pauses for a beat, to reveal the painted frozen moment of the start of a game. The scene has depth and parallax of players, shadows and atmosphere as we travel up and rotate.



3. The camera accelerates again and reveals a wide overhead shot of the painted scene in a stylized icy background.



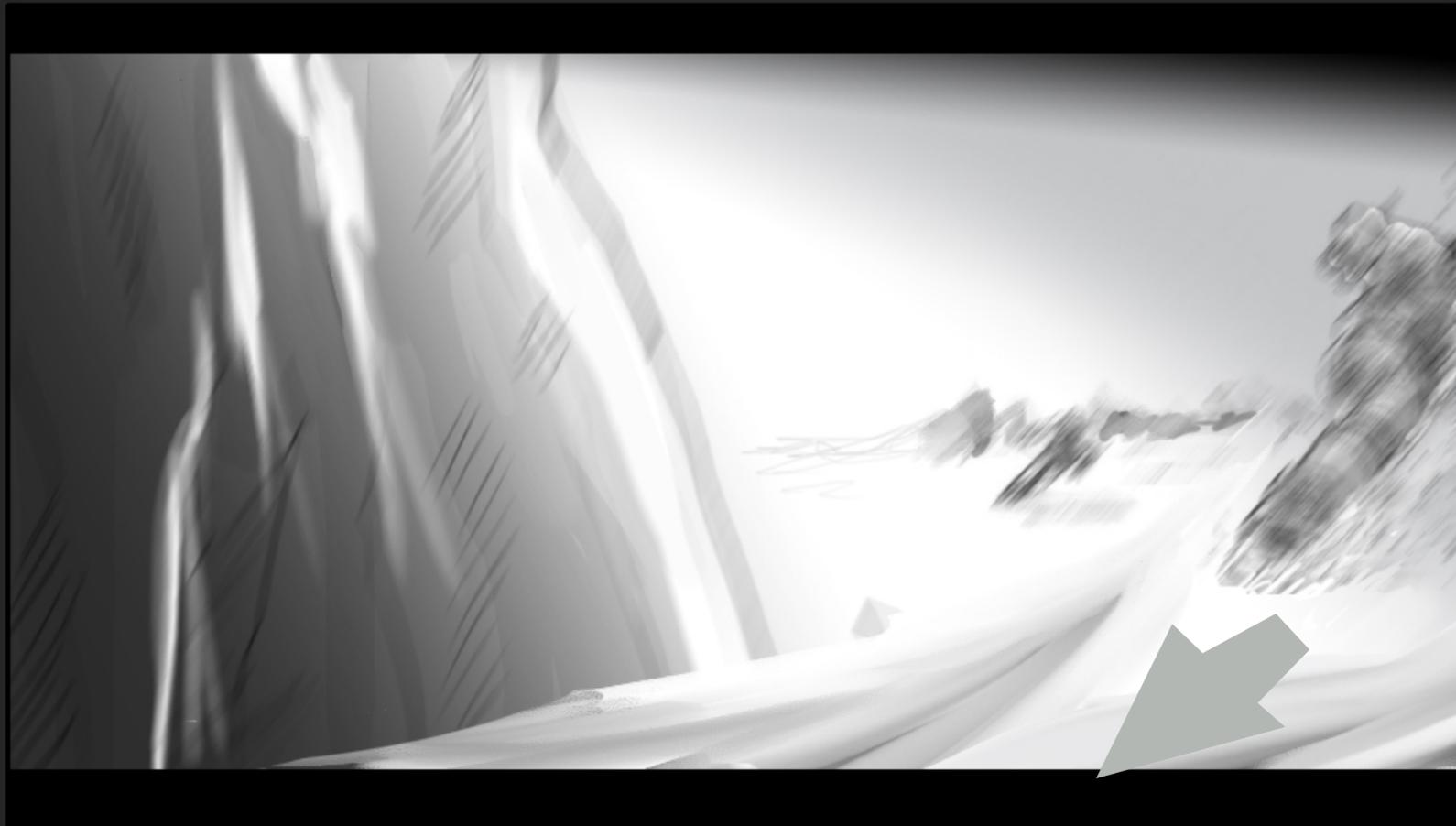
4. The camera continues its rapid pull back to reveal the scene on a floating ice particle among others.



5. The pull back continues on this frozen moment to reveal a dense ice spray. The camera quickly pulls through the parallax layers. Paint strokes animate on the background.



6. The camera ramps to a stop from its pull out through the ice spray and slowly drifts around a dimensional player. The background is an icy landscape. Color continues to paint on the art. A paint stroke moves forward motivating the camera...



7. ...to follow and quickly pull back and over to a ice wall.

8. The camera comes to an abrupt stop with a violent shake. We reveal the camera moving over a frozen painted moment of a player being hard checked into the ice wall. A giant fracture grows and expands as the camera slowly dollies to the left.



9. The camera quickly follows the growing crack over the ice.

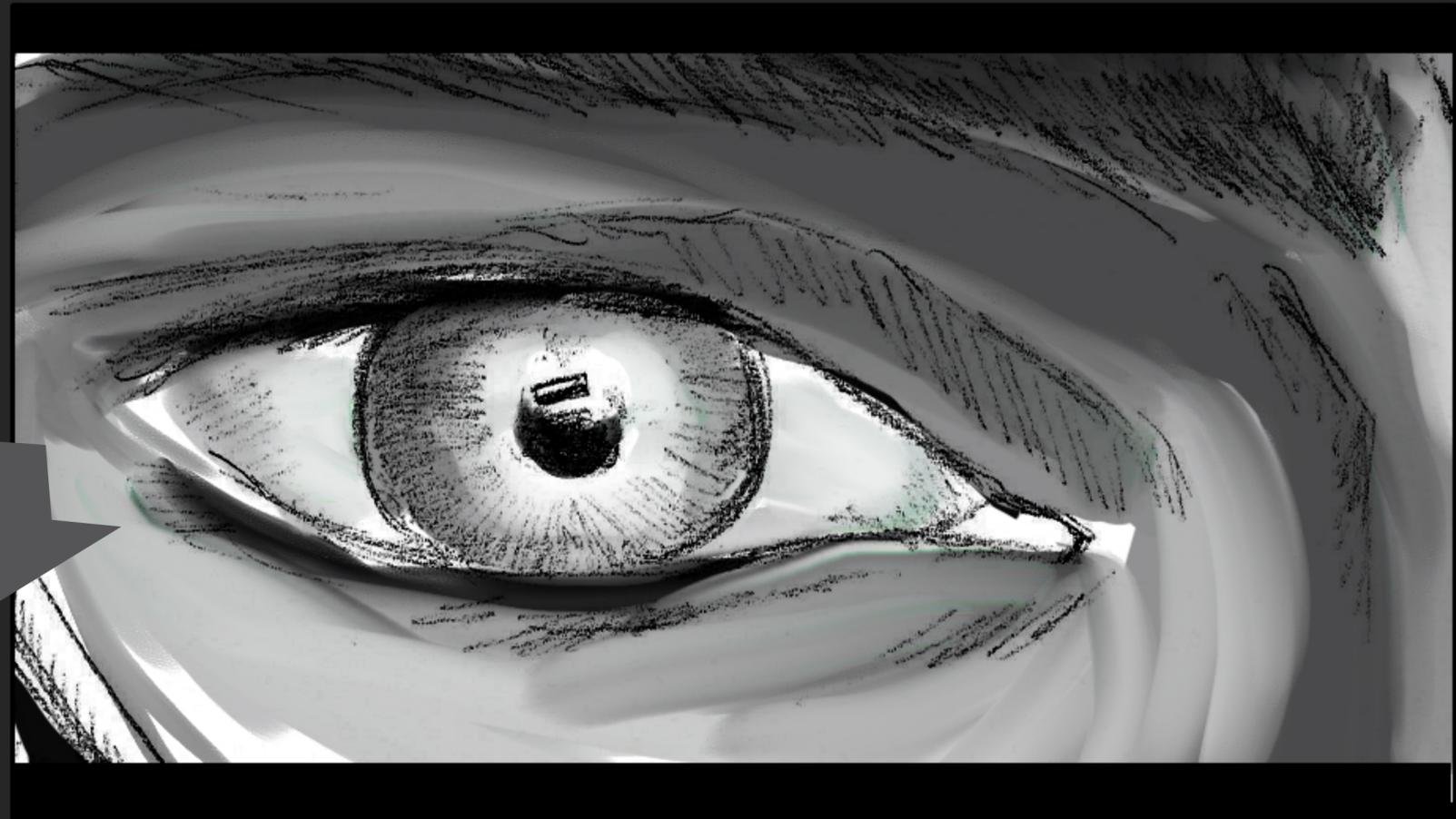
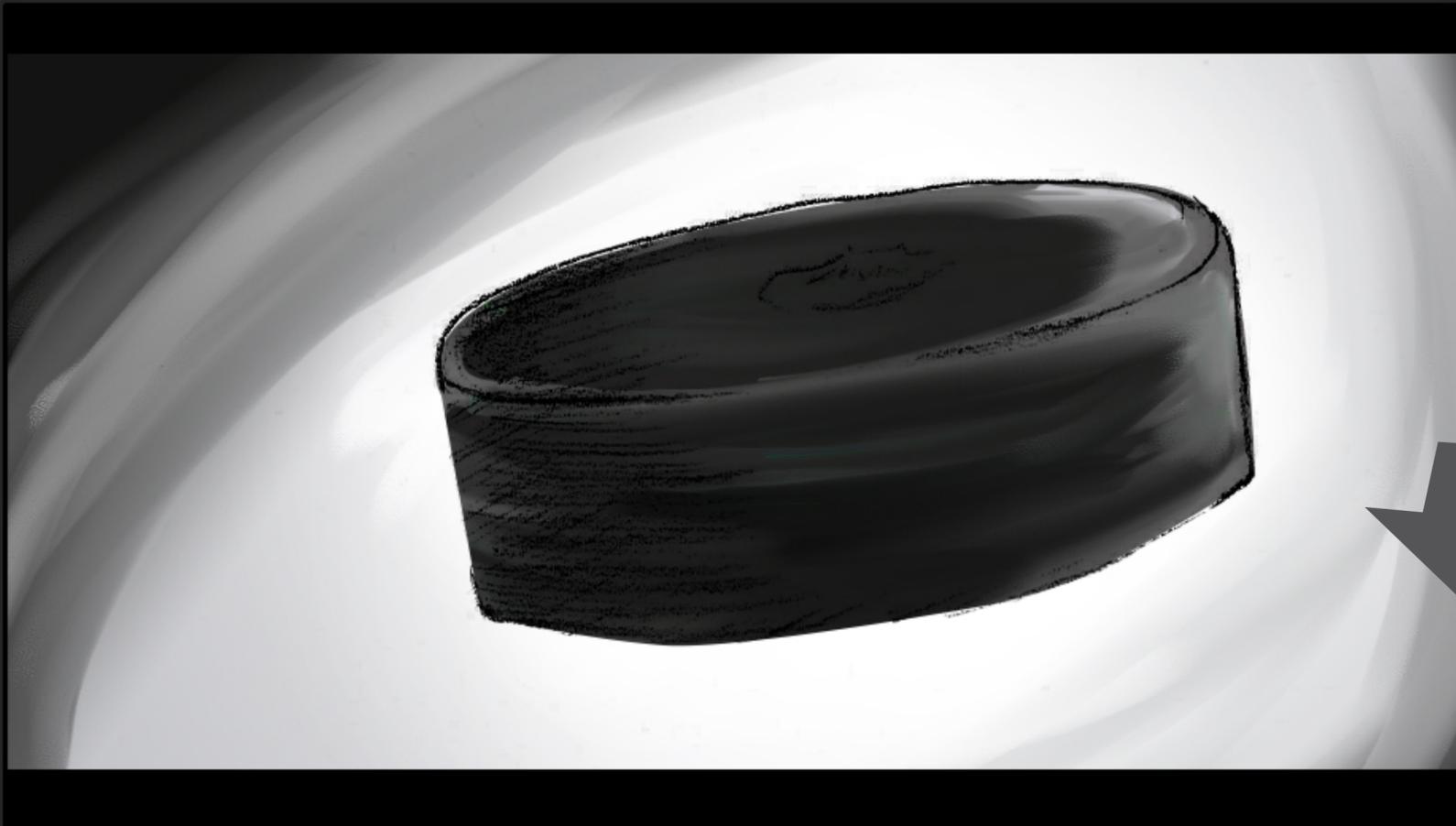
10. The travel reveals our POV is now looking up from under the ice of a player on a break away. As the camera slowly pans we see the dramatic distortion and parallax of the players. Paint stroke continue to add on.



11. The camera accelerates again and follows the paint stroke as it moves upward. We quickly pass through the thickness of ice to come to the surface.

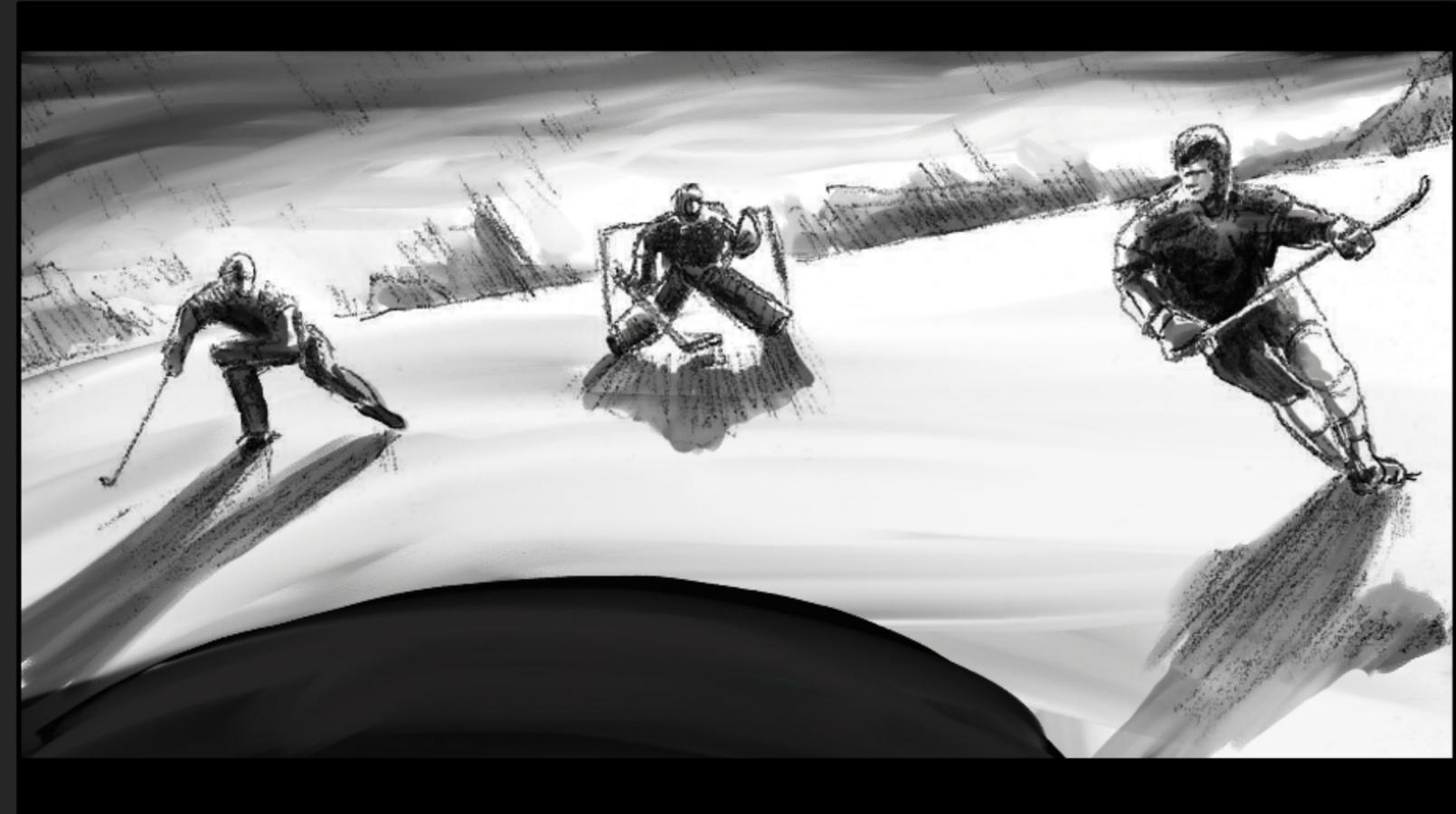


12. The camera slowly travels along the surface past atmospheric floating ice particles, and paint strokes painting on. It pushes past the skate and then speeds up as it races towards the puck.



13. The camera stops at the slowly spinning puck. the background paint swirls around.

14. The camera quickly pulls back to reveal the hockey puck reflection in a eye. The camera continues a slow drift back for a beat...



15. ...the camera snaps back to reveal the intense focus of a painted version of a goalie's face. We continue the slow parallax drift backwards...

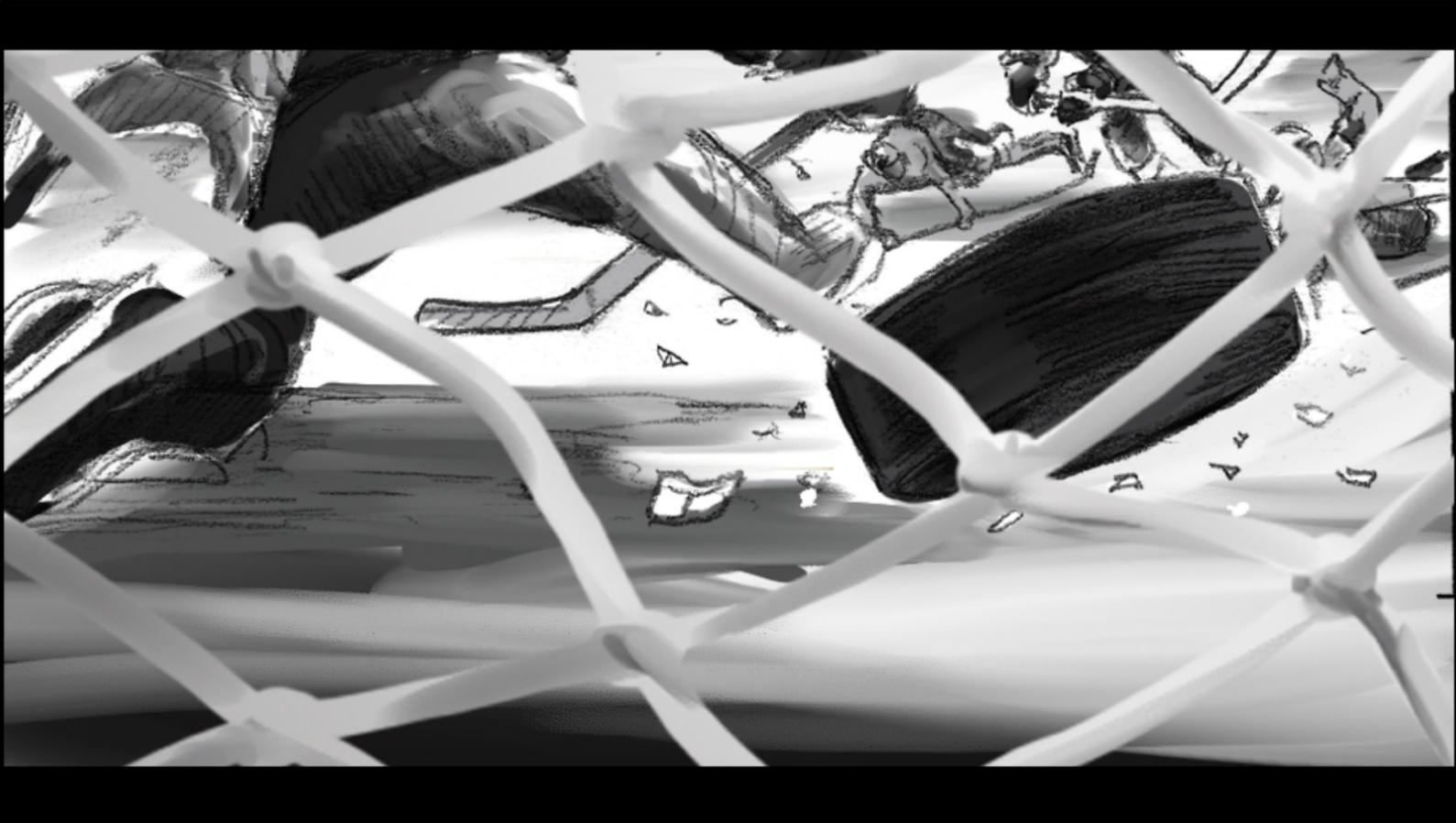
16. ...the camera snaps back wider to reveal a puck's POV as the camera drifts back as the puck slowly spins forward.



17. The camera drops down as the puck fills the frame with black...



18. ...pull back from the black to reveal the puck coming toward camera. We pull back on the frozen moment as the puck and ice slowly spin.



19. The zoom out speeds up and continues as it pulls through the net.



20. The puck rapidly moves to real speed and breaks through the painted net and shatters the letterbox frame.



21. The painted puck hits the lens and wipes the frame...



22. ...to reveal the live NHL Tonight show.



Thanks