

CAIRO  
DESIGN  
AWARD

MOLTO

MINI KING

CATEGORY: VISUAL COMMUNICATION  
SUBCATEGORY: ADVERTISING

CODE : HA0401

# BREIF

## The Brief & Visual Direction

The concept of the *Molto Mini King* commercial revolved around the idea of “an ad within an ad.” The main creative challenge was to construct a complete studio set inside another studio, creating the illusion of a real behind-the-scenes shoot.

Working closely with the Art Director, I was able to clearly understand the vision behind the project — how the design needed to reflect both the realistic production environment and the grandeur of the commercial itself. His direction helped me grasp the importance of showcasing the true scale, authenticity, and energy of the shoot.

The production design emphasized the interaction between the two sets, the movement of the crew, and the tangible sense of space, highlighting the complexity and ambition behind the *Molto Mini King* campaign.

# Integration of Set Design and Artwork

The relationship between Set Design and Artwork was fundamental to the visual storytelling of *Molto Mini King*.

Both disciplines worked hand in hand to build a believable and immersive environment that supported the “ad within an ad” concept.

While the set design established the physical structure, scale, and atmosphere of each space, the artwork brought those spaces to life — adding layers of meaning, brand identity, and visual rhythm.

Every graphic element, texture, and printed surface was designed to interact naturally with the set architecture: walls, props, and lighting were carefully aligned with the visual compositions of the artwork to create a cohesive scene.

This close integration ensured that the audience could intuitively sense the difference between the inner and outer sets, while still perceiving them as parts of one unified creative world.

Ultimately, the harmony between set design and artwork reinforced the authenticity, depth, and cinematic presence of the entire commercial.

# Set Before Artwork



# Artwork Direction – Phase One



# Artwork Direction – Phase Two



# ARTWORK FROM THE AD



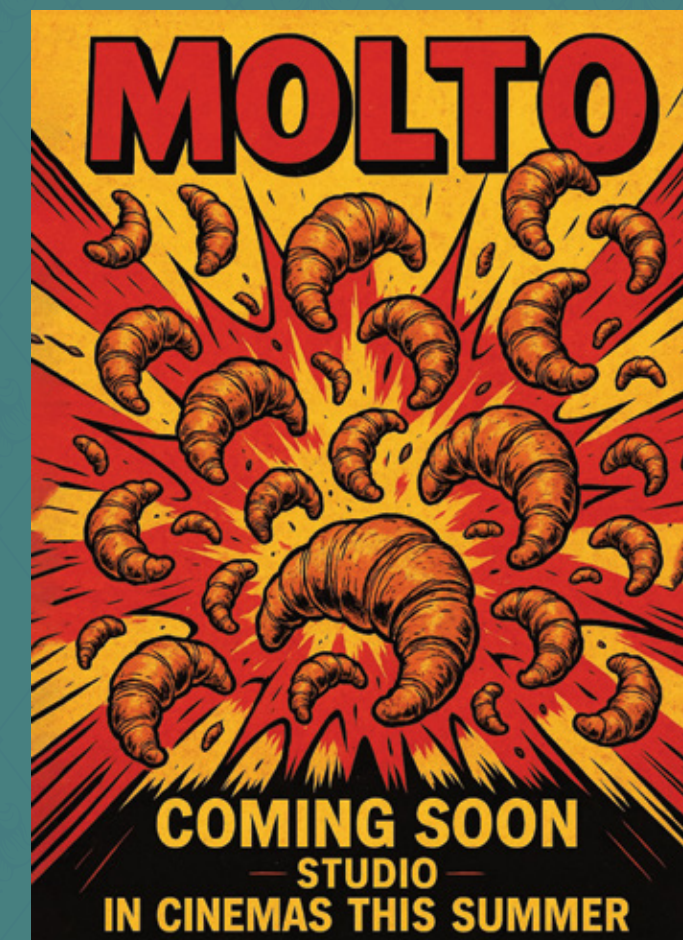
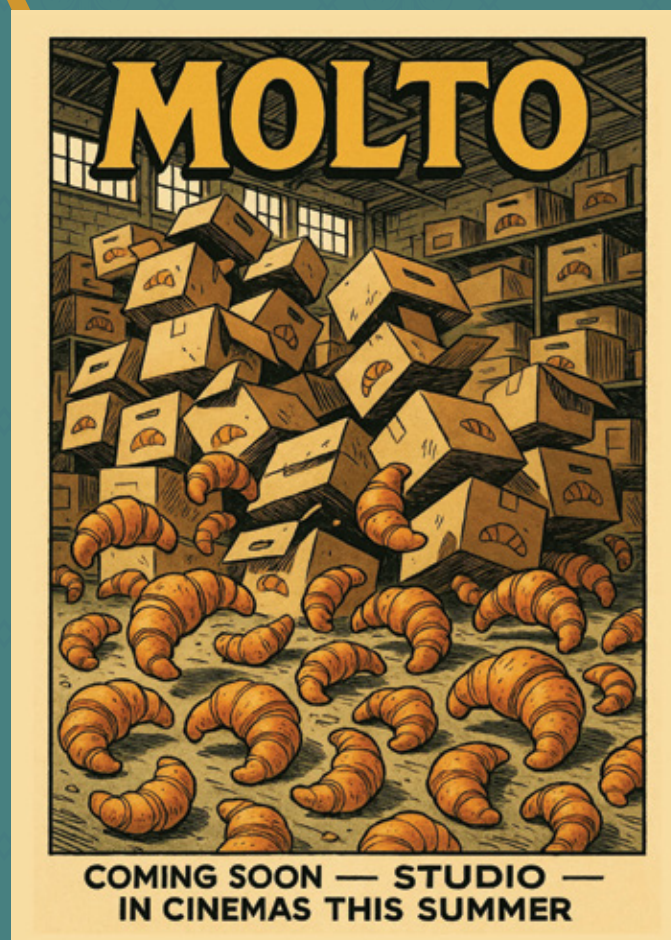
# Set Before Artwork



# Set After Artwork



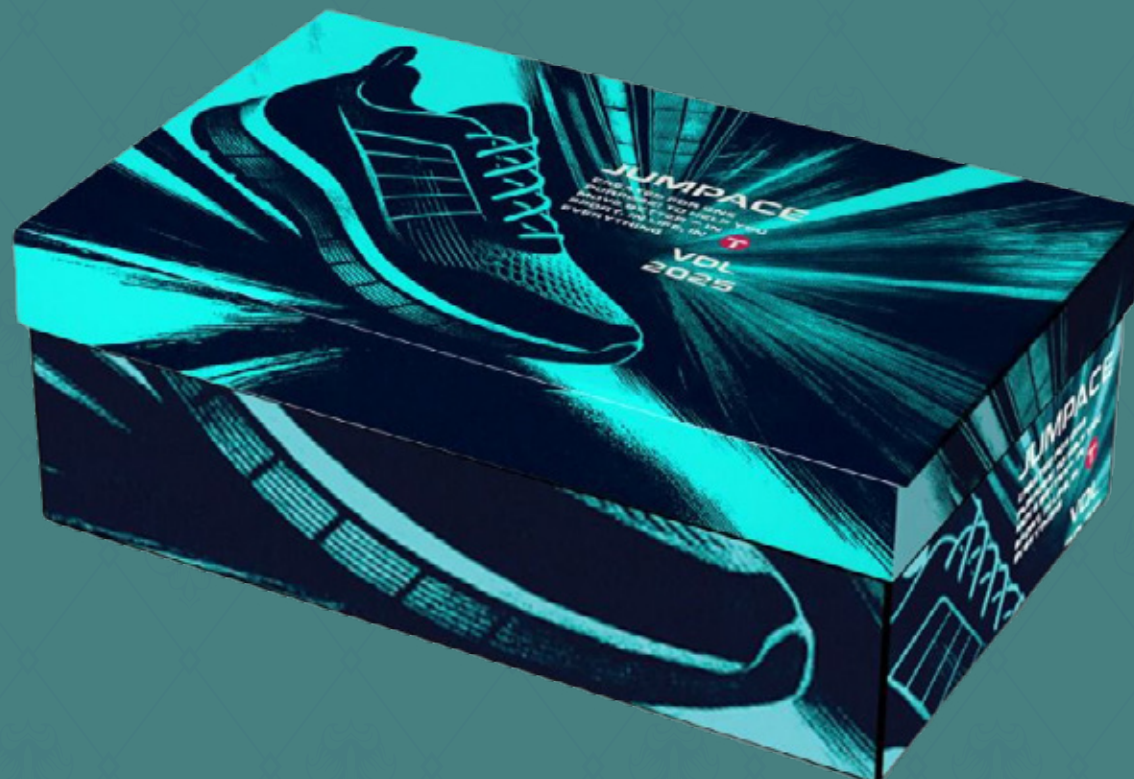
# ARTWORK FROM THE AD



# ARTWORK FROM THE AD



# ARTWORK



# ARTWORK



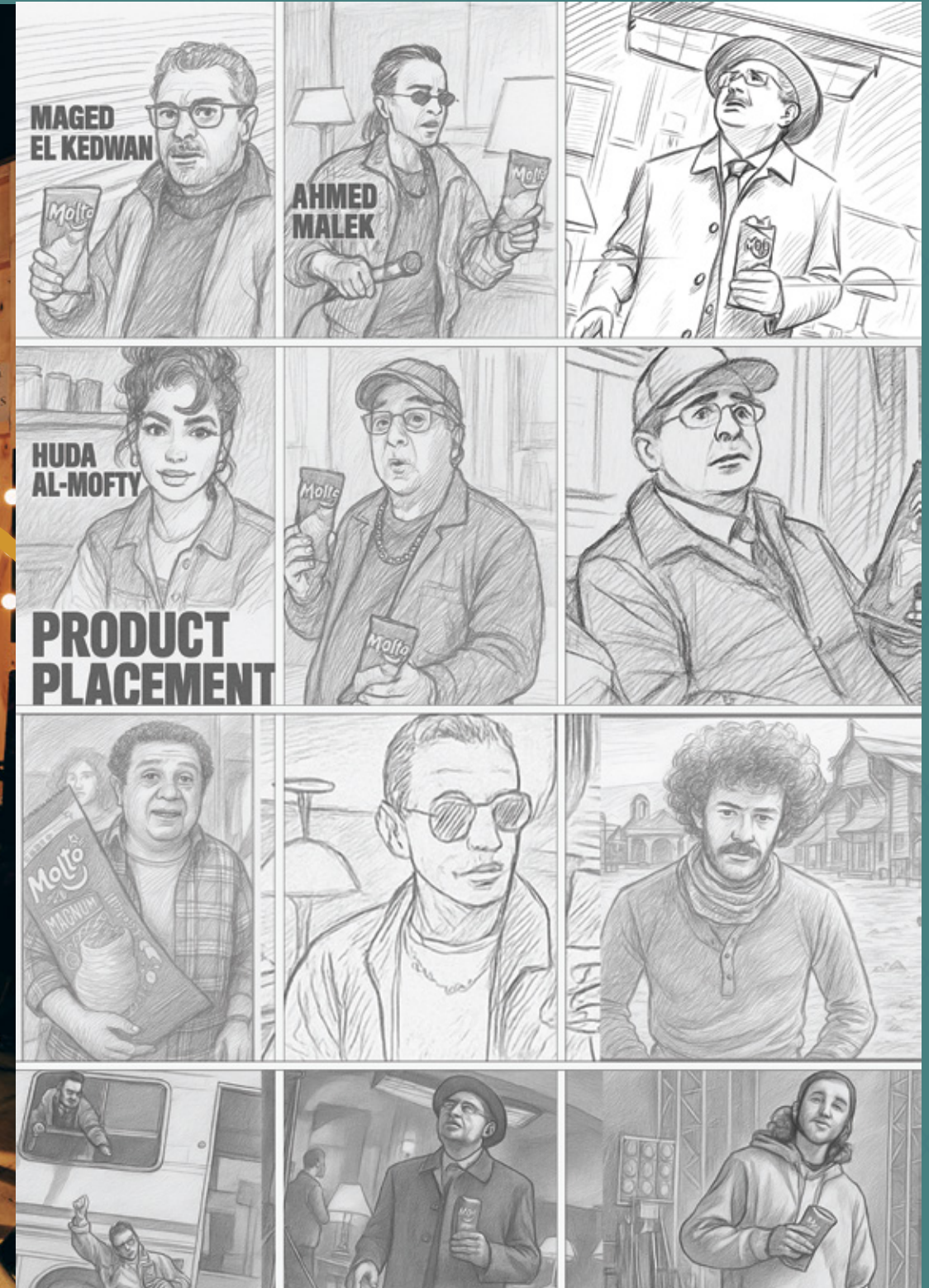
# SET BEFORE ARTWORK



# SET AFTER ARTWORK



# ARTWORK FROM THE AD



## ARTWORK FROM THE AD



# STAG DESIGNS

# QUIET PLEASE

## CASUAL STREETWEAR

CRAFTED FOR ACTORS WHO OWN THE SCENE EVEN IN THEIR OFF-DUTY ROLES. THIS OUTFIT BLENDS LAID-BACK CONFIDENCE WITH CINEMATIC FLAIR. OVERSIZED CUTS, LAYERED TEXTURES, AND SOFT, ABSORBENT COTTONS MAKE IT IDEAL FOR STUDIO REHEARSALS AND BETWEEN-TAKE CAPTURES. IT'S NOT JUST A LOOK — IT'S A CHARACTER, FROZEN IN RAW ENERGY UNDER THE STUDIO STROBES.

## VINTAGE GLAMOUR DRESS

A DRESS MADE FOR CLOSE-UPS. INSPIRED BY GOLDEN-AGE FILM STARS, THIS PIECE SHIMMERS UNDER STUDIO LIGHTING, CATCHING EVERY CAMERA FLASH LIKE IT WAS BORN TO BE SEEN. IT HUGS THE BODY GENTLY WHILE MAINTAINING DRAMA WITH ITS FLOWING TRAIN. DESIGNED FOR HEROINES, AWARD MOMENTS, AND TIMELESS PORTRAITS ON THE STUDIO STAGE.

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## OVERSIZED STREET LAYERS

THIS LOOK SPEAKS FLUENT GEN-Z CINEMA. AN OVERSIZED HOODIE LAYERED OVER A LONGLINE GRAPHIC TEE, STYLED WITH WIDE-LEG DENIM AND CHUNKY SNEAKERS — IT'S MORE THAN JUST STREETWEAR, IT'S SCREENWEAR. WORN BY RISING STARS DURING MOOD SHOOTS AND REHEARSALS, IT REFLECTS THE RAW, UNFINISHED ENERGY OF THE STUDIO FLOOR. EVERY FOLD, EVERY CREASE, TELLS A STORY IN MOTION.

# ARTWORK FROM THE AD



**ART  
DIRECTION  
DEPARTMENT**

**ACTORS  
CARVAN**



# ARTWORK FROM THE AD



# ARTWORK FROM THE AD



STAG STUDIO

## LENA

OUTFIT *Bold and structured. The leather adds strength while the tube top softens the silhouette with simplicity.*

SHOES *Elevated version of classic loafers. Adds height and style edge without going too dressy.*

ACCESSORIES *Practical yet stylish clip. Keeps hair up with shine and shape, like wearable sculpture.*

# ARTWORK FROM THE AD



HUDA EL MUFTI

HUDA EL MUFTI

# ARTWORK FROM THE AD



# ARTWORK FROM THE AD



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# Thank You

