



For immediate release:

DEVLIN DESIGN GROUP WINS THE ‘TRIPLE CROWN’

Devlin Design Group has achieved a rare honor. Team DDG has captured the ‘triple crown’ for set design for the Fox-owned WAGA, in Atlanta. The popular set has won this year’s PromaxBDA gold award given at the Station Summit held in Las Vegas on Thursday. Team DDG won the same award last year for the Fox-owned KSAZ in Phoenix. This year’s honor is in addition to the Southeast Emmy awarded earlier this month, as well as NewscastStudio’s ‘Set of the Year’ awards (fourth year in a row!) for this truly groundbreaking set.

What makes this design so unique and successful? The creative minds at FOX 5 Atlanta worked directly with the designers at Team DDG with a goal to create a scenic storytelling telling environment which fearlessly embraced leading-edge innovation. The motivation was to create a set which could take viewers deeper into stories by improving their storytelling capabilities.

Since the launch, the news team at Fox 5 refers to the set, not as a set, but as an ‘interactive stage’. Anchors and reporters are now able to interact with a story by using a wide array of technology including touch screens, social media kiosks, a number of video towers and the much talked about moving storytelling wall, which literally comes alive by using motorized mechanics to pivot a section of the video wall to reveal and invite viewers deeper into a story from a visual perspective. The possibilities have energized the entire Fox 5 team.

One judge commented, “even though the set has very complex technology, the visual impact is very clean and easy for the viewer to understand. The talent stands out from the environment making the design head and shoulders above all of the other nominees”.

“We are honored to be recognized for this scenic storytelling environment. Innovation is one of our foundational elements at Team DDG. The groundbreaking set at WAGA is consistent with that goal. Some of our most fruitful discussions have begun with this statement “What if we could...”

—Dan Devlin, Owner/Chief Creative Strategist, Devlin Design Group.

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