



Fox's KTVU San Francisco Launches New Set Inspired by Bay Area

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When it came time to build a new set for Fox-owned KTVU San Francisco, which is physically located across the bay in Oakland, the station drew inspiration from the beauty of its surrounding landscape.

KTVU recruited Santa Barbara, Calif.-based Devlin Design Group for the project and from the beginning expressed several key goals: they wanted a unique set that was iconic, warm and contemporary; they wanted several areas on the set from which they could tell stories; and they wanted the new set to maintain the station's legacy in the community.

Devlin got to work, designing multiple stages for the reporters and anchors to work from. These include a storytelling tower that provides a dramatic backdrop of a 4x2 stack for 46-inch monitors. Another 3x3 array of 55-inch monitors creates another venue, while the weather area has a 9x1 row of 55-inch monitors to provide viewers with the latest weather information. The overall set is flanked by two 90-inch monitor kiosks.

All of the technology was then wrapped in scenery depicting the surrounding area, which includes beach, bay and woods. Pylons on the vertical video tower are supported by suspension cables, paying homage to the Golden Gate

Bridge. Distressed concrete and stacked wood walls with rope accents also call to mind San Francisco and Oakland's ports. A sleek metallic wall with LED lights added a level of sophistication to the set's weather area.

Finally, Devlin made sure to prominently feature the station's logo, a large number 2, throughout the set.Â

"Team DDG formed a tight relationship with our client. Combining our knowledge and expertise and innovative ideas with the harmonious collaboration of our partners at KTVU, empowered us to create a highly functional and memorable design for the station and its audience," saidÂ Kartik Dakshinamoorthy, VP, scenic design, Devlin Design Group, in a statement.

To see how Devlin's set design for KTVU turned out, scroll through the slideshow above.