

MARCELA BRETON

ART DIRECTOR / SET DECORATOR

Mexico City · Commercials · Film · Television
Available in Mexico & Internationally

PROFILE

Art Director and Set Decorator based in Mexico City, with experience across international production-service shoots, commercials, film and television. Strong background in visual development, art department coordination, set decoration, budgeting, sourcing, vendor management and on-set execution. Experienced working across creative and operational demands, coordinating multidisciplinary teams and translating production design concepts into buildable, film-ready environments.

EDUCATION

Scenic Design · Production Design focus —
Escuela Nacional de Arte Teatral / Instituto Nacional de Bellas Artes y Literatura

CONTACT hola@marcebreton.com
WEB marcebreton.com
PHONE +52 55 2249 2023
LANGUAGES Spanish — Native · English —Professional

CORE SKILLS

- Creative development & visual research
- Budgeting & cost control
- Construction / set build coordination
- Set decoration, sourcing & procurement
- Vendor & supplier management
- Crew coordination & task delegation
- Technical drawings & SketchUp
- Location adaptation & set transformation
- Scheduling & art department logistics
- On-set problem solving
- Production-service workflows
- Cross-department collaboration

TOOLS

SketchUp · Photoshop · Illustrator · InDesign ·
Procreate · Excel / Google Sheets · Keynote /
PowerPoint

SELECTED ART DIRECTOR CREDITS

Creative development and execution from concept through shoot; art department coordination; budget development and tracking; construction, sourcing and set-decoration oversight; vendor management; technical / visual presentations; and daily coordination with Production Design, Production and Direction.

PROJECT	PRODUCTION COMPANY	DIRECTOR	PRODUCTION DESIGN	YEAR
PwC	Ogilvy + The Lift	Speck & Gordon	Brock Houghton	2026
PwC 2	Ogilvy + The Lift	Speck & Gordon	Christopher Lagunes	2026
Vyalev	Story We Produce	Trent & Marlena	Christopher Lagunes	2026
Hisense	Altered LA	Clay Weiner	Christopher Lagunes	2026
CreditKarma	Good Times + MadreFoca	Bob Partington	Ethan Tobman	2025
All Free Clear	Good Times + MadreFoca	Bob Partington	Christopher Lagunes	2025
Codere – GOAT	La Doble	Martin Donozo	Marcela Breton	2024
PadreTierra · Short Film	Edge Films	Santiago Vazquez	Marcela Breton	2025
Salón de Belleza · Feature Film	Kintsugi Cine	Nathalia Acevedo	Nathan Parker	2025
Tarantino Live! · Live Show	For The Record Live!	Anderson Davis	Oscar Lujan	2021
Brat Pack · Live Show	For The Record Live!	Anderson Davis	Oscar Lujan	2021

SELECTED SET DECORATOR CREDITS

Set decoration from sourcing and rentals through dressing and on-set execution; budget tracking, vendor coordination and close collaboration with Production Design and Art Direction.

PROJECT	PRODUCTION COMPANY	DIRECTOR	PRODUCTION DESIGN	YEAR
HSBC Premier	Rebolucion	Ivan Vescovo	Gallardo + Martz	2025
Honest	Home Films	Jess Colquhoun	Gallardo + Martz	2025
Dude Wipes	Riverside Ent. + Red Creek	Richard Downie	Gallardo + Martz	2025
MercadoPago	Rebolucion	Javier Usandivaras	Gallardo + Martz	2025
Winners	Rebolucion	Allie Avital	Pili Weeber	2025
Priceline	Rebolucion	Rodrigo Valdes	Nu California	2025
Tostitos	Rebolucion	Guimo	Gallardo + Martz	2025
Uber	Rebolucion	Bea Sanchis	Gallardo + Martz	2025
MercadoLibre	Rebolucion	Guimo	Gallardo + Martz	2025
IKEA	Rebolucion	Guimo	Gallardo + Martz	2025
No Me Sigas · <i>Feature Film</i>	Blumhouse + Maligno Gorehouse	Ximena Lecuona	Gallardo + Martz	2025
Emilia Pérez – Mexico · <i>Feature Film</i>	Pimienta Films	Jacques Audiard	Emmanuelle Duplay	2025
Malverde, El Santo Patrón · <i>Series</i>	Telemundo + EFD	Miguel Varoni	Gloria Carrasco + Valeria Fiñana	2021

SELECTED ART DEPARTMENT COORDINATION CREDITS

Production-service experience across large-scale international commercial workflows, supporting scheduling, budgets, vendors, logistics, crew coordination and interdepartmental communication.

PROJECT	PRODUCTION COMPANY	DIRECTOR	PRODUCTION DESIGN	YEAR
Cargurus	Habitant Productions	Tim Bullock	Christopher Lagunes	2024
Neom The Line	O&A + The Lift	Gonzalo Olivero	Gaspard de Pascali	2024
Abbott Lingo	Prettybird + The Lift	Tom Noakes	Christopher Lagunes	2024
Cars.com	Radical Media + The Lift	Steve Miller	Christopher Lagunes	2024
Hard Rock	Smuggler + The Lift	Jovan Todorović	Alec Contestabile	2024
KFC Holiday	Reset + The Lift	Henry Scholfield	Adam Wilson	2023
Jim Beam	Biscuit + The Lift	Noam Murro	Brock Houghton	2023
Hellow Yellow	Prettybird + The Lift	François Rousselet	Nathan Parker	2023
Kayak	MJZ + The Lift	Tom Kuntz	Christopher Lagunes	2022
Pinterest	Somesuch + The Lift	Kim Gehrig	K.K. Barrett	2022
H&M	Camp David + The Lift	Philip Engstrom	Christopher Lagunes	2022
Noche de Bodas · <i>Feature Film</i>	Trastevere Producciones	Oswaldo Benavides	Christopher Lagunes	2022
Par de Ideotas · <i>Series</i>	Amazon Prime	Nick Lee + Javier Williams	Christopher Lagunes	2023

Selected credits · Full project list available upon request