

CNN en Español Newroom Overhaul



When I started working for CNN en Español in 1997, the network hadn't yet been launched and they were building the set. Cutting edge for its time, the set designers were inspired by Spanish design and used a lot of wood, tile, texture and bright colors in the space. Because the network wasn't making a lot of money, the set wasn't touched for 14 years.



I was asked to design a new column to replace the wood and tile version (as seen above). Leadership wanted something sleek and modern and I kept thinking about how it would stick out like a sore thumb in the existing space. Knowing that we would have very limited resources, I began thinking about taking down some of the architectural pieces around the room, and simply painting to give the space a fresher, simplified look. I played around in photoshop to illustrate my vision.



After pitching the idea and promising it wouldn't cost an arm and a leg, we were given the green light to do this change. The network was being rebranded at the time so we felt like it would be a missed opportunity not to debut the refreshed newsroom at the same time - that gave us three weeks to get it all done! We worked closely with a local set designer to execute our vision. After the launch, we slowly added more monitors and architectural elements to make it as interesting as possible for TV.

