

# MARVEL CREATING THE CINEMATIC UNIVERSE

27 MAY – 3 SEP 2017 | GOMA

## GUIDE FOR SCHOOLS

The Avengers — including Captain America, Iron Man, Thor, Hulk, Hawkeye and Black Widow — are some of the most recognisable Super Heroes in contemporary popular culture. These characters, along with Ant-Man, Doctor Strange and the Guardians of the Galaxy, have leapt from the pages of Marvel Comics and are brought to life in the Marvel Cinematic Universe. From the breakthrough *Iron Man* 2008 to this year's *Guardians of the Galaxy Vol. 2* 2017, Marvel has distilled years of complex storytelling into an unparalleled cinematic experience.

'Marvel: Creating the Cinematic Universe' focuses on the feature films released by Marvel Studios, up to *Doctor Strange* in 2016, plus elements from the upcoming Queensland-filmed *Thor: Ragnarok* 2017.

Through over 500 objects, the exhibition explores the complex personas and relationships that have made these Super Heroes relatable to contemporary audiences, and offers insight into the creative processes used to bring these characters and stories to life.

Drawn extensively from collections held at Marvel Studios in Los Angeles and enhanced by a selection of loans from private collectors, it features original comic books, film concept and keyframe art, props and costumes, film sequences, interactive experiences and a full retrospective of screenings at the Gallery's Australian Cinémathèque.

The exhibition addresses three themes: 'The Cinematic Assembled', 'Decoding the Universe' and 'Behind the Scenes'.



RYAN MEINERDING Keyframe for *Marvel's The Avengers* 2012 / © 2017 MARVEL

## 'THE CINEMATIC ASSEMBLED'

'The Cinematic Assembled' looks at the fictional world of the films, collapsing the lines between individual stories to explore the larger story of the MCU. It begins with a display of comics books depicting the first appearances of Marvel characters, as well as a selection of contemporary comics whose narratives have inspired specific films.

This first section of the exhibition examines in depth the role of Captain America and the Avengers, alternate dimensions — featuring Ant-Man, Doctor Strange and the Guardians of the Galaxy, and the significance of the Infinity Stones — and ends with Thor and the Throne Room of Asgard. Along the way, the exhibition explores the complex personas and relationships that have made these characters relatable to contemporary audiences.

## 'DECODING THE UNIVERSE'

'Decoding the Universe' focuses on Iron Man, one of the most fascinating characters in the Marvel Cinematic Universe. Iron Man is the brainchild of Tony Stark, self-professed genius, billionaire, playboy and philanthropist. Stark first embraced the Iron Man character after he was kidnapped and wounded in Afghanistan, where, to stay alive, he was forced to build a suit of armour. Stark's cutting-edge technology exposed him to corporate sabotage (Obadiah Stane), rival military contractors (Justin Hammer), decade-old grievances (Whiplash), and a clandestine organisation fronted by a criminal mastermind (The Mandarin).

This section of the exhibition presents elements from these clashes from *Iron Man* 2008, *Iron Man 2* 2010 and *Iron Man 3* 2013, including Stark's racing suit and car, as well as multiple versions of the Iron Man suit.

## 'BEHIND THE SCENES'

The Marvel Cinematic Universe is far more than the sum of its dynamic action sequences and charismatic actors. A look behind the scenes reveals the rigorous creative processes undertaken during the pre-production and post-production phases of filmmaking. Drawing on Marvel's rich visual history, this space showcases the work of designers, artisans and production teams, bringing together beautifully crafted props and costumes alongside previously unseen set pieces from the forthcoming *Thor: Ragnarok* 2017. Also included are behind-the-scenes interviews and interactive experiences.

### BEFORE YOUR EXHIBITION VISIT

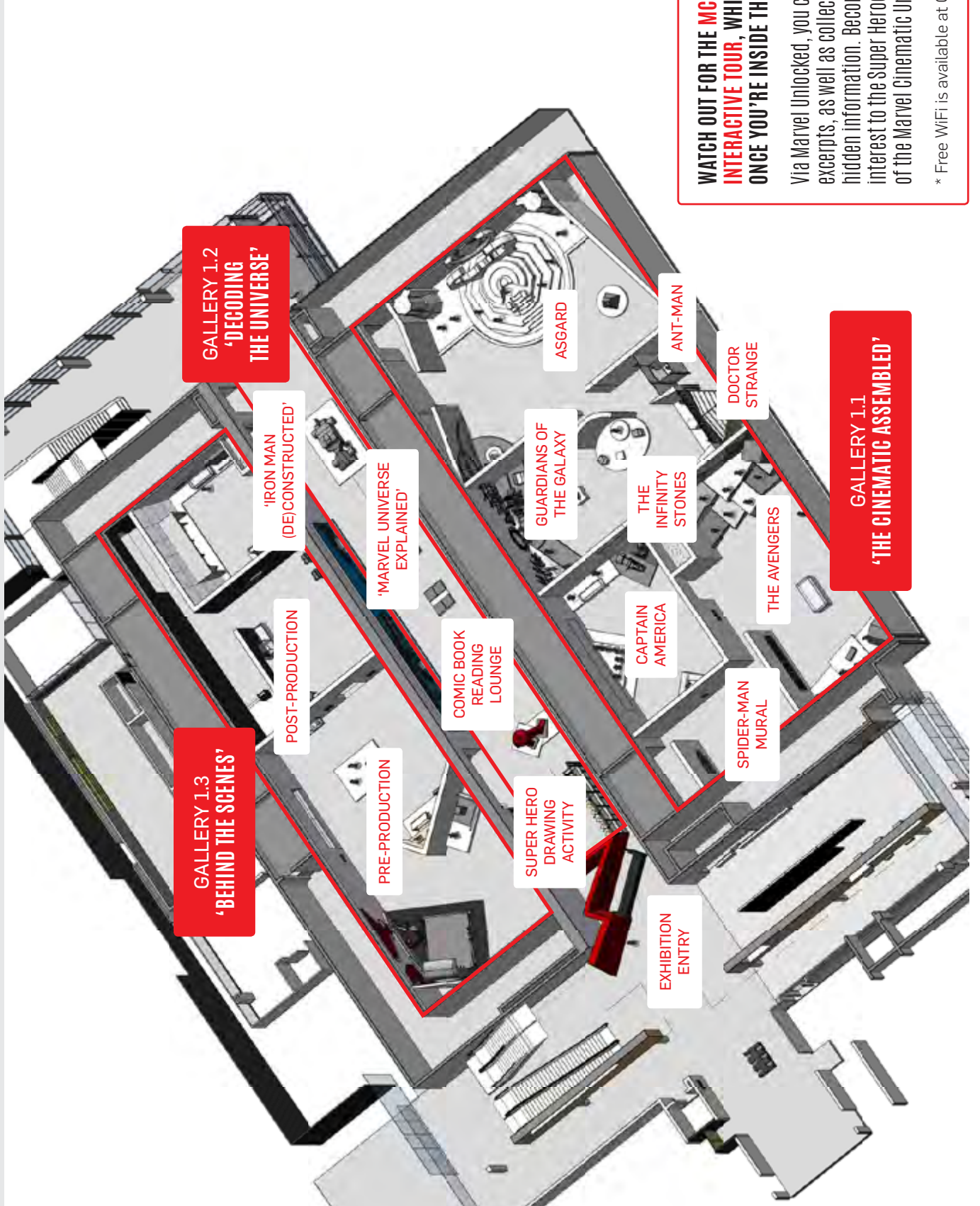
- 1 FAMILIARISE YOURSELF WITH THE MARVEL CINEMATIC UNIVERSE** – read some comics, watch some films, explore the world of Marvel online.
- 2 RESEARCH ONE OF THE MARVEL CHARACTERS** – for example, Captain America, Iron Man, Thor, Hulk, Black Widow or Scarlet Witch.

Find out more about your chosen character's background and abilities.



The Ancient One costume / Worn by Tilda Swinton in *Doctor Strange* 2016 / © 2017 MARVEL

# EXHIBITION FLOOR PLAN



**GALLERY 1.2**  
**'DECODING THE UNIVERSE'**

**GALLERY 1.3**  
**'BEHIND THE SCENES'**

**GALLERY 1.1**  
**'THE CINEMATIC ASSEMBLED'**

**WATCH OUT FOR THE MCU UNLOCKED INTERACTIVE TOUR, WHICH YOU CAN ACCESS ONCE YOU'RE INSIDE THE EXHIBITION\*.**

Via Marvel Unlocked, you can watch film excerpts, as well as collect intel and access hidden information. Become a person of interest to the Super Heroes – and the villains – of the Marvel Cinematic Universe!

\* Free WiFi is available at GOMA

## GALLERY 1.1

# 'THE CINEMATIC ASSEMBLED'

### SPIDER-MAN MURAL

Brisbane-based comic book artist and commercial illustrator Wayne Nichols has worked for Marvel Comics, illustrating titles including *The Incredible Hulk* and *Exiles*. For the exhibition, Nichols has created a mural measuring eight by five metres depicting Spider-Man swinging through the streets of New York.



Called *Homage to Spider-Man*, this artwork recalls Spider-Man as depicted in the comics. What does the scene say about the character?

The mural is located alongside Steve Ditko's original artwork page of the first appearance of Spider-Man in the *Amazing Fantasy* comic (#15), published in 1962.



How does Nichols's creation differ from the original Spider-Man from the 1962 comic?

### CAPTAIN AMERICA AND THE AVENGERS

Consider the way the Avengers have been presented within the frame of the image below. On the image, circle the technical and symbolic elements that communicate the attitudes and abilities of the characters. Make some notes about your observations.

#### THE AVENGERS WORK AS A TEAM TO DEFEND THE MARVEL UNIVERSE.



Discuss how these characters use their strengths and abilities within the group.



ADI GRANOV Keyframe for *Marvel's The Avengers* 2012 / © 2017 MARVEL



ADI GRANOV *Iron Man no.1* / Concept art for *Iron Man 2* 2010 / © 2017 MARVEL

### ANT-MAN, DOCTOR STRANGE, AND THE GUARDIANS OF THE GALAXY

Consider the 'other-worldly' settings created by Marvel Studios production teams for these three films.



How might you create other worlds or alternative realities in your creative work?



List up to five conventions and techniques you could use.

#### CONVENTIONS: THE KEY INGREDIENTS YOU WOULD EXPECT TO SEE IN A SUPER HERO FILM.

**TECHNIQUES: CAMERA MOVEMENTS** (e.g. steady, zoom, pan), **CAMERA ANGLES** (e.g. high, low, close-up, long shot), **LIGHTING EFFECTS, ETC.**

### ASGARD



If you were to film a scene featuring the Throne Room of Asgard, what techniques and conventions could you use to enhance scale and convey a sense of grandeur?



List at least five conventions and techniques.

## GALLERY 1.2

# 'DECODING THE UNIVERSE'

### 'IRON MAN (DE)CONSTRUCTED'

Compare the design elements of the Iron Man suits and props — as represented in the keyframe and concept artworks and in the physical costumes and props.



Can you identify any significant changes in the design of certain props and costumes — from conception to completion?



What do these changes mean for the filmic representation of the character of Iron Man?

### 'MARVEL UNIVERSE EXPLAINED'

## COMIC BOOK READING LOUNGE

Explore the comic book origins of Marvel Studios' female characters. Characters such as Pepper Potts and Jane Foster have unique professional expertise.



How do these female characters propel the plot of their respective films?

Consider how elements of the real world have been used to make the events and characters in the films appear real, rather than simply fantastical versions of reality.



List up to five significant developments that can influence the plot of a Super Hero film.

### THINK ABOUT CHARACTERS' ABILITIES, ROLES, STATUS AND LANGUAGE.

Compare the cinematic worlds of Iron Man, Thor and Ant-Man.

What version of reality is represented by each character's world?



Consider how imagery in the original comics may have influenced Marvel Studios storytelling.

Narratives about Super Heroes often draw heavily on century-old myths.



Why are these narratives still compelling to so many people?



Why are Super Hero films so popular today?



RODNEY FUENTEBELLA Keyframe for *Captain America: Civil War* 2016 / © 2017 MARVEL

## GALLERY 1.3

# 'BEHIND THE SCENES'

### PRE-PRODUCTION AND POST-PRODUCTION



What are the predominant colours of the Captain America and Red Skull costumes?



What do these colours say about the characters, and why do you think they were chosen?

**CONSIDER THE DESIGN ELEMENTS USED IN THE REPRESENTATION OF THE HULK AND HIS WORLD IN BOTH THE MARVEL COMICS AND THE FILMS.**

Has technology enabled the viewer to experience Hulk and his world in a different way? How?

### IN THE CLASSROOM

Identify changes you could make to enhance the storyboards you created for the action sequence above.



Think about how filmmakers use different camera angles and shot types to create pace and suspense. How do these techniques involve viewers in the action?

### EXTENSION ACTIVITY: RESEARCH

Research some effects used in films to demonstrate the differences between good and evil characters.

How are more significant characters made to appear taller, stronger and more courageous than other characters?

### ACTIVITY: DESIGN SPRINT

Imagine Marvel Studios want you to create an action sequence for a forthcoming film. Working in a team, create a storyboard, design costumes and select post-production technology for your action sequence. Begin by making some annotations about scale and proportion, and then devise a series of sketches for your storyboard and costumes.

NOTES:

## MORE MARVEL RESOURCES

### EXHIBITION WEBSITE

[VIEW HERE](#)

### AUSTRALIAN CINÉMATHÈQUE PROGRAM

[VIEW HERE](#)

### QAGOMA BLOG

[VIEW HERE](#)

### Q&A FOR SECONDARY SCHOOLS

[VIEW HERE](#)

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