

Popular opinion says that Avengers: Age of Ultron didn't live up to its promise. Without a doubt, there's one area where the movie surpassed the first franchise's installment - and it's production design. Thanks to the courtesy of Atomhawk Design, we have a much better look at the many concepts from the movie, like the concept art of The Avengers Tower, the hallicarier, rescue carriers, the secret HYDRA base in Sokovia and even detailed look at Ultron's detonator (also known as "the key"). Charles Wood, production designer at Atomhawk, has also commented about the company's unique approach in creating designs and overcoming obvious obstacles. "The challenge for most designs is making them look cool and original but that wasn't the challenge here. The real challenge was to create a rest stop and a contrast to the rest of the movie. Something familiar and human in contrast to the chaos of the rest of the film. The greatest challenge was finding the right

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