

Chinlund immediately addressed the most pressing challenge he faced on the film that "jumped" out at him: "How to make all of these characters from so many disparate worlds and visual vocabularies coexist in our world of today. With the Iron Man films, Marvel had been so successful creating a seamless reality where the world felt plausible and even though Iron Man's tech was otherworldly, it still felt grounded. You could tell how much care had been taken to maintain a truth in the visuals. I felt a tremendous sense of responsibility, to all of the incredibly talented artists and designers who had worked on the films before me, to deliver a world that was balanced and cohesive, and could contain all of these different visual threads." To do so, he attempted to mix the real world of 2012 with the technologies as represented by Tony Stark and SHIELD, and the attempt

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