Agustí Figueras Martí

From noise to film, the way a diffusion model finds an image

AI Filmmaker & Art Director

Generative AI film and advertising

Barcelona, Spain (CET)
Remote, eligible to work in the EU

hola@agustifigueras.com
linkedin.com/in/agusti-figueras
vimeo.com/user59416868

agustifigueras.com
Films · Manifesto · About
agustifigueras.com/production-design

AI filmmaker and art director. I design and direct generative AI films end to end: look development, image and video generation, character, product and location consistency, edit and grade. Behind that are 25 years of art direction and production design for commercials, film and TV, leading art departments of up to 50 people. I know what a real set, real light and real materials look like on camera, I hold AI output to that standard, and I build the process so a team can repeat it.

AI work



MUSES

2025

Director. A commission from the Palau de la Música Catalana (UNESCO World Heritage). The choir and the hall were filmed for real; the hall's sculptures were animated with AI from my own photographs.
Film: vimeo.com/1137610138



HALE (in production)

2026

30-second spec commercial for HALE e-bikes (fictional brand), made with AI. Deadpan comedy with recurring characters, product and locations kept consistent across shots. Its making of is open as it grows: casting, locations and storyboard.



Early experiments

2024–25

Echoes of Pink Floyd and **Smoking Stones**, made for tribute-band concerts at the Palau de la Música. Where I learned what the tools can and can't do.

Background

Production Designer & Art Director, 2014 to present. 100+ international commercials, recently Sky Mobile (dir. Traktor), Mercedes-Benz (dir. Jordan Hemingway) and Lamborghini (dir. Alberto Colombo), plus a Super Bowl spot for Yellow Tail (dir. Harald Zwart). As production designer on PAW "Sesam Street" (dir. Jaume Jardí) I headed the full art department: a full street set built from the ground up, with around 50 people on set. Film and TV: art director on Mamen Mayo (SkyShowtime Original) and Sarkaru Vaari Paata; Uncharted (Sony Pictures, as props buyer).

Art department, 2000 to 2014. 500+ commercials, working up from standby props to assistant production designer. Full credits and stills: agustifigueras.com/production-design

AI toolkit

1. **Look development**
   References, moodboards, character and location sheets
2. **Image generation**
   Midjourney, FLUX 2 & 3, Nano Banana, GPT Image
3. **ComfyUI pipelines**
   LoRA training (characters, locations, style), ControlNet, inpainting, upscaling
4. **Video generation**
   Kling, Veo (Google Flow), Runway, Seedance
5. **Edit and grade**
   DaVinci Resolve: edit, conform and color grade

Workflow
Prompt systems built with Claude. Local and cloud GPU (fal.ai, RunPod)

Education

B.A. Audiovisual Communication, Blanquerna, Universitat Ramon Llull, 2003

Languages

Spanish and Catalan, native. English, professional working proficiency.