

seed

seth
easter
design

Broadcast & Live Event Production

Seth Easter

is an American production designer and creative director who designs broadcast studios and live events worldwide.

Best known for his long-running designs for ABC News and ABC Daytime, Seth is known for his LED-forward, video-as-scenery, and modular multi-show studios, as showcased at Disney Hudson Square. He has designed multiple election-night HQs, Presidential debate stages, and numerous special events. Seth was Art Director on multiple Tony Awards broadcasts and part of the Emmy-winning team for the 65th Tony Awards.

Seth's studios and stages for ABC News and beyond include Good Morning America, World News Tonight, This Week, The View, Presidential Debates, and Election coverage in-studio and across the Nation.

Seth is winner of multiple Emmys & an ADG award for his work at ABC News and beyond. He is currently based in NYC.



SELECTED CLIENTS

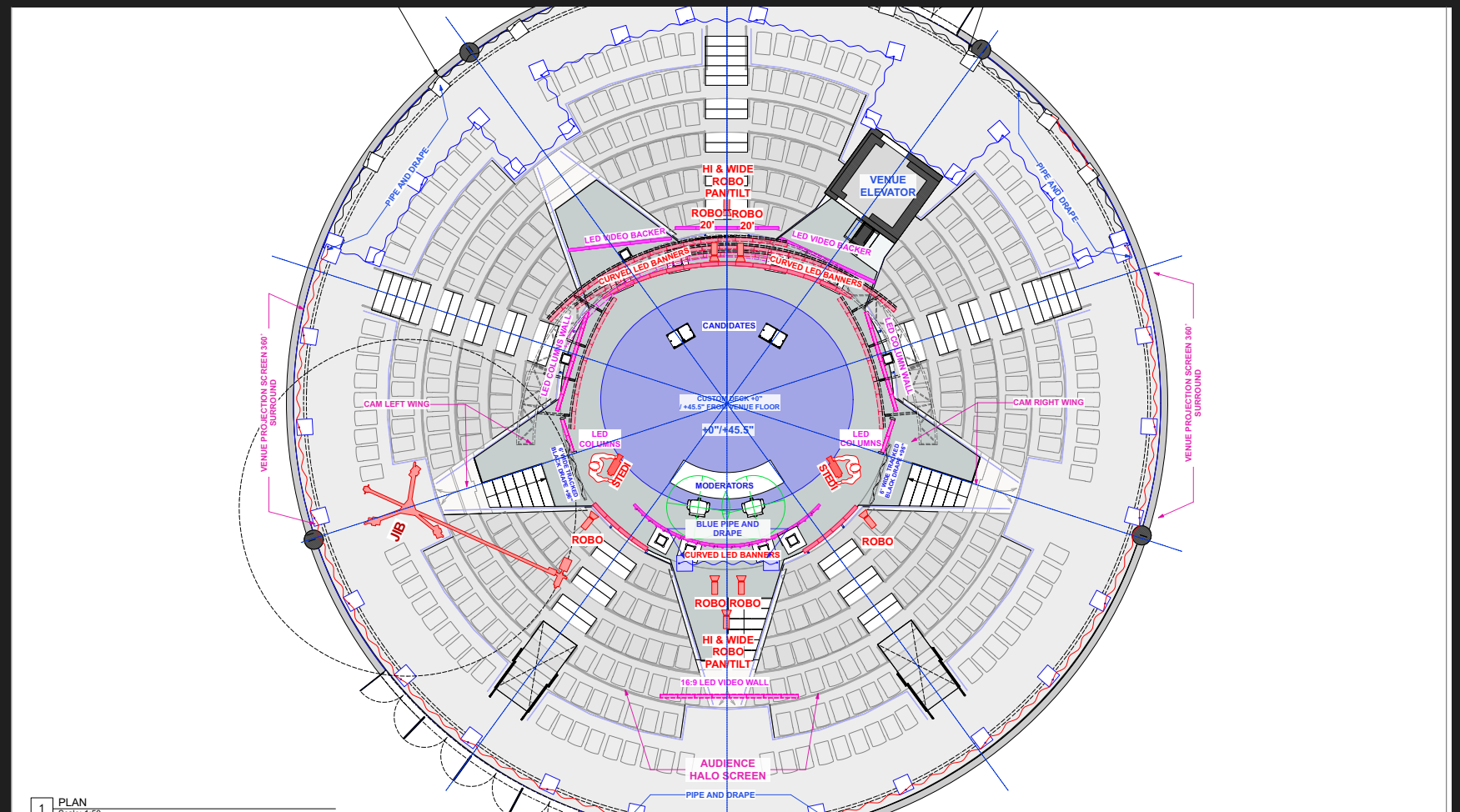
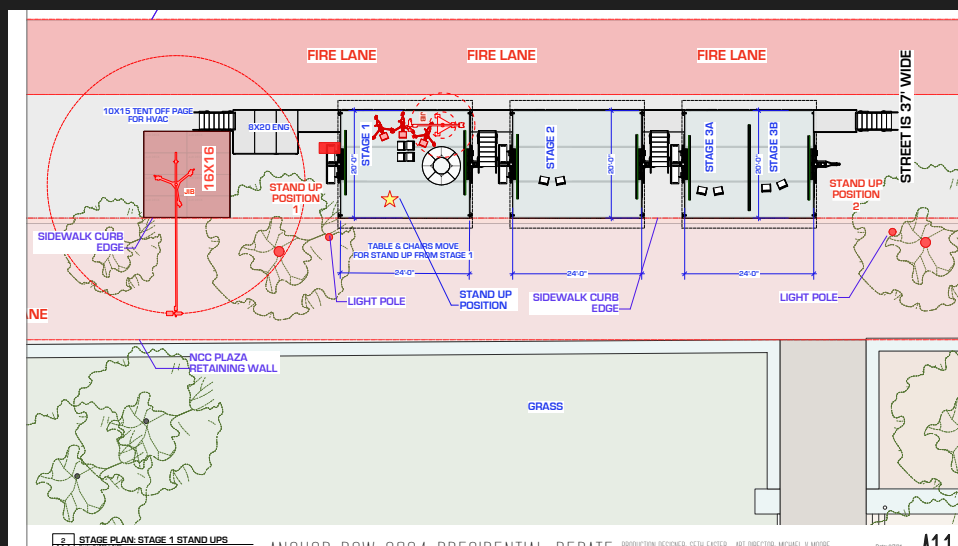
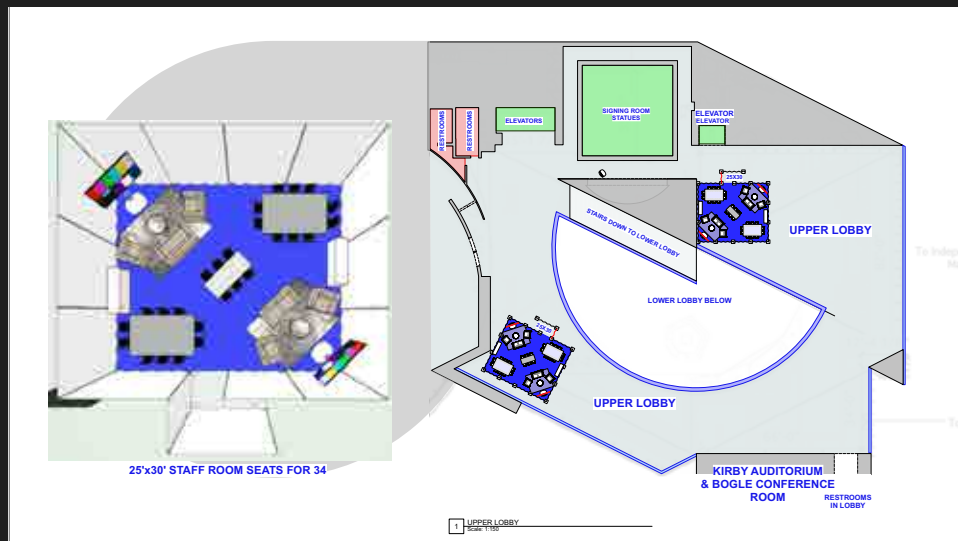
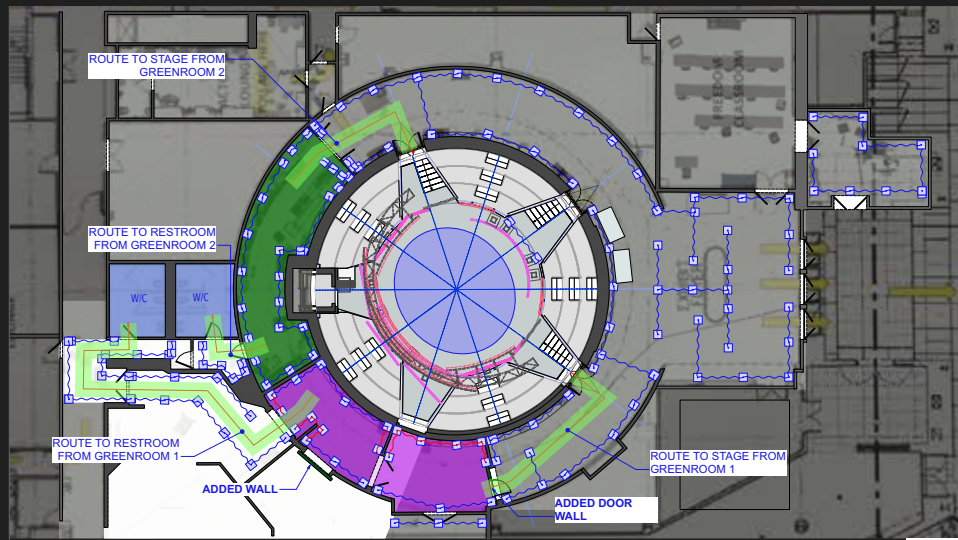


abc NEWS YOUR VOICE YOUR VOTE 2024



ABC Debate Stage — ABC News, Various Locations
Production Designer: Seth Easter
Stage Scenic • LED Backdrops • Candidate Podium Layout • Outdoor Broadcast location

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ABC Debate Stage — ABC News, Various Locations
Production Designer: Seth Easter
Stage Scenic • LED Backdrops • Candidate Podium Layout • Outdoor Broadcast location

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Bloomberg Screentime



Bloomberg Screentime — Bloomberg, New York
Production Designer: Seth Easter
Studio Scenic clean branding • LED Walls • Corporate Tech Aesthetic • Multiple venues

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abc GOOD MORNING AMERICA

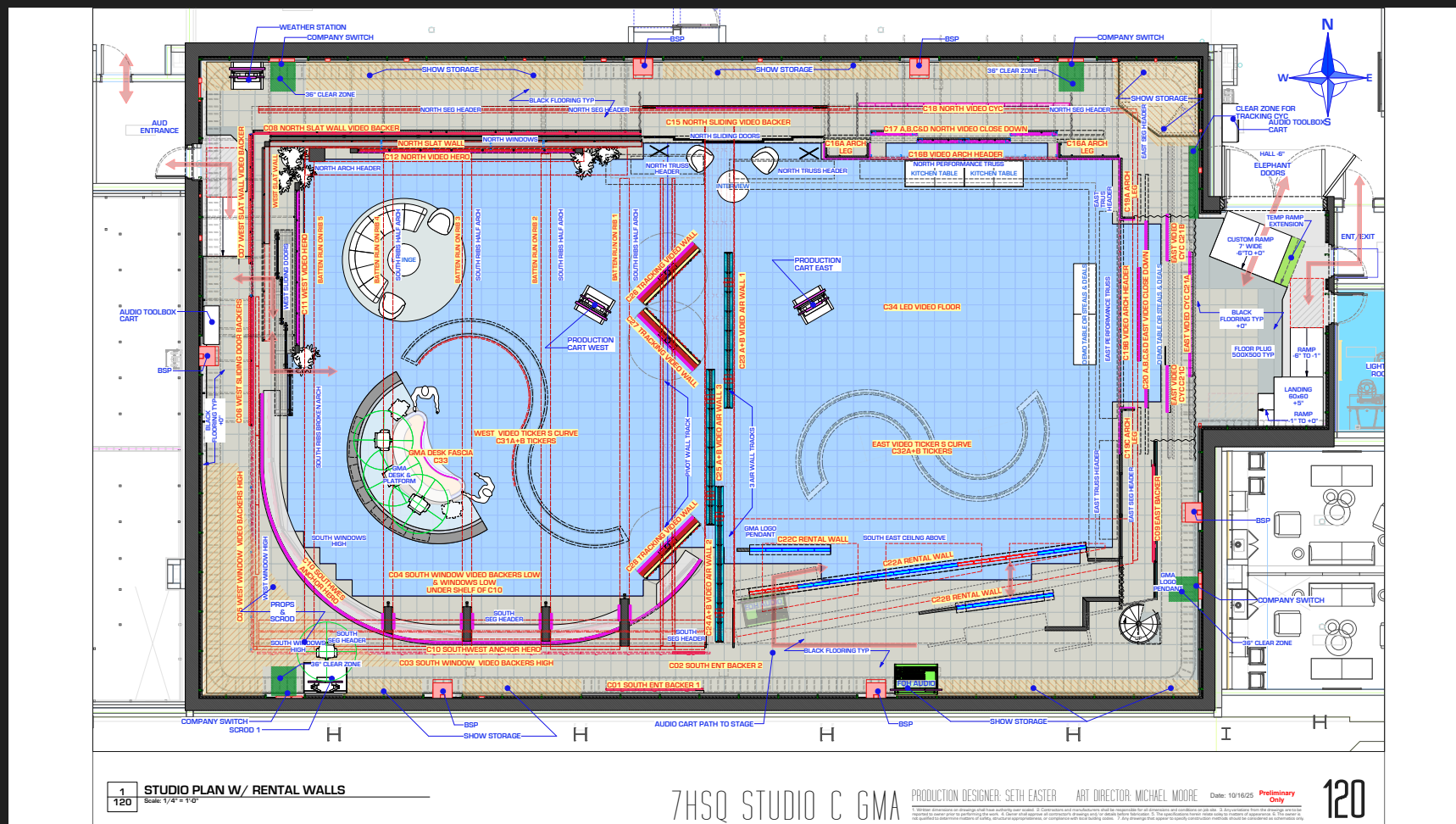
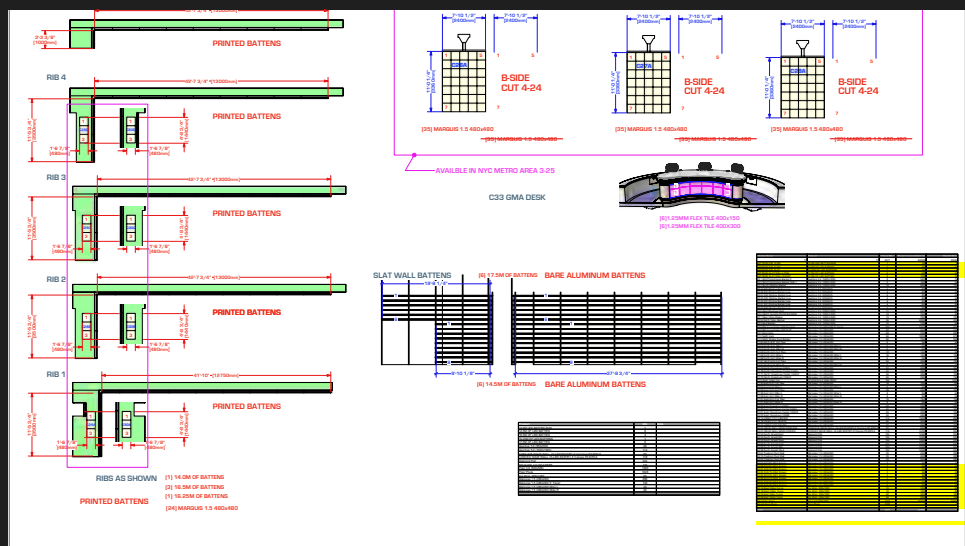
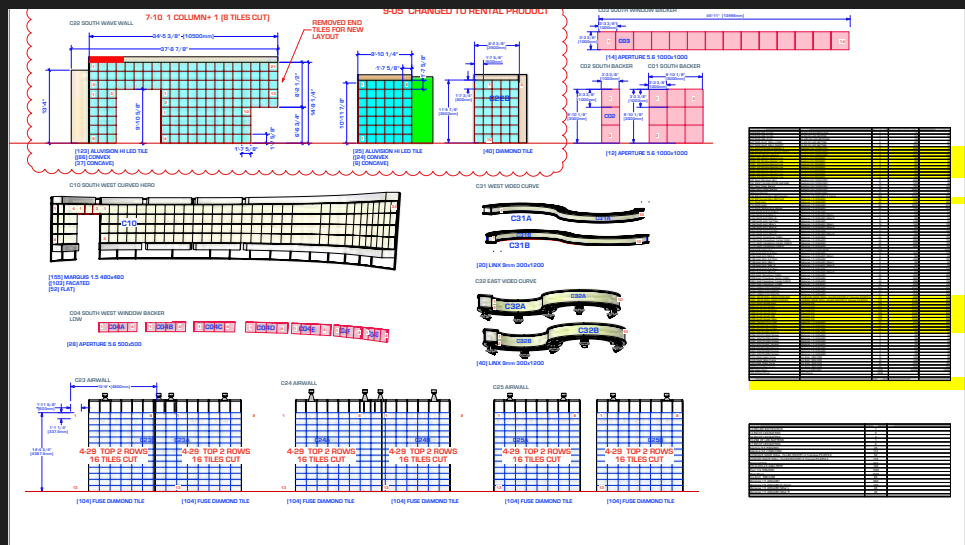
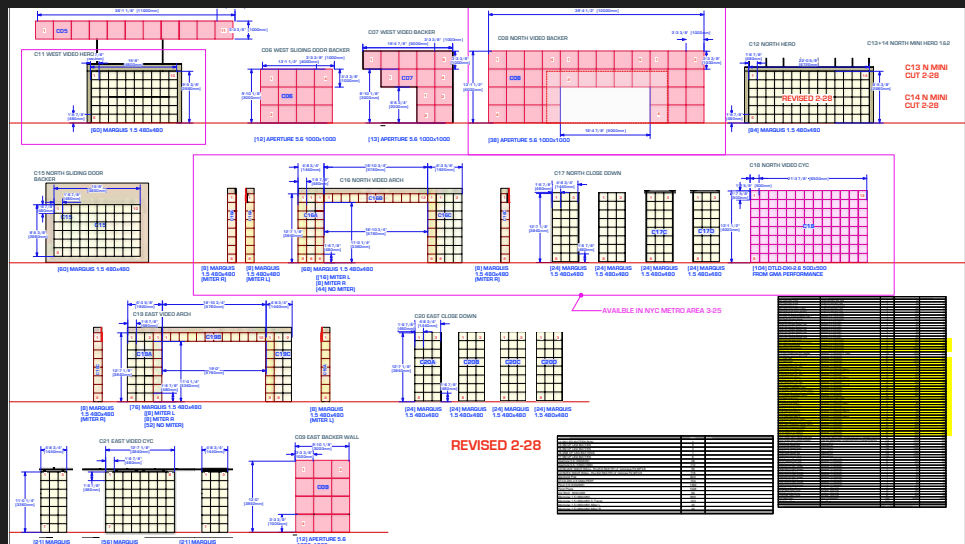


Good Morning America — ABC News, Hudson Square NYC
Production Designer: Seth Easter
LED Scenic walls and floor • Moving LED Walls • Broadcast Lighting • Custom Fabrication

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abc GOOD MORNING AMERICA



Good Morning America — ABC News, Hudson Square NYC
Production Designer: Seth Easter
LED Scenic walls and floor • Moving LED Walls • Broadcast Lighting • Custom Fabrication

[NEWSNATION]



NewsNation — New York Studio
Production Designer: Seth Easter
Modern Newsroom • LED Walls and Columns • Moving Led Walls • Designed Newsroom



Paramount 4D Ride — Paramount, Las Vegas Super Bowl
Production Designer: Seth Easter
Immersive Scenic • LED Mapping • Motion Seating • 4D Effects Integration

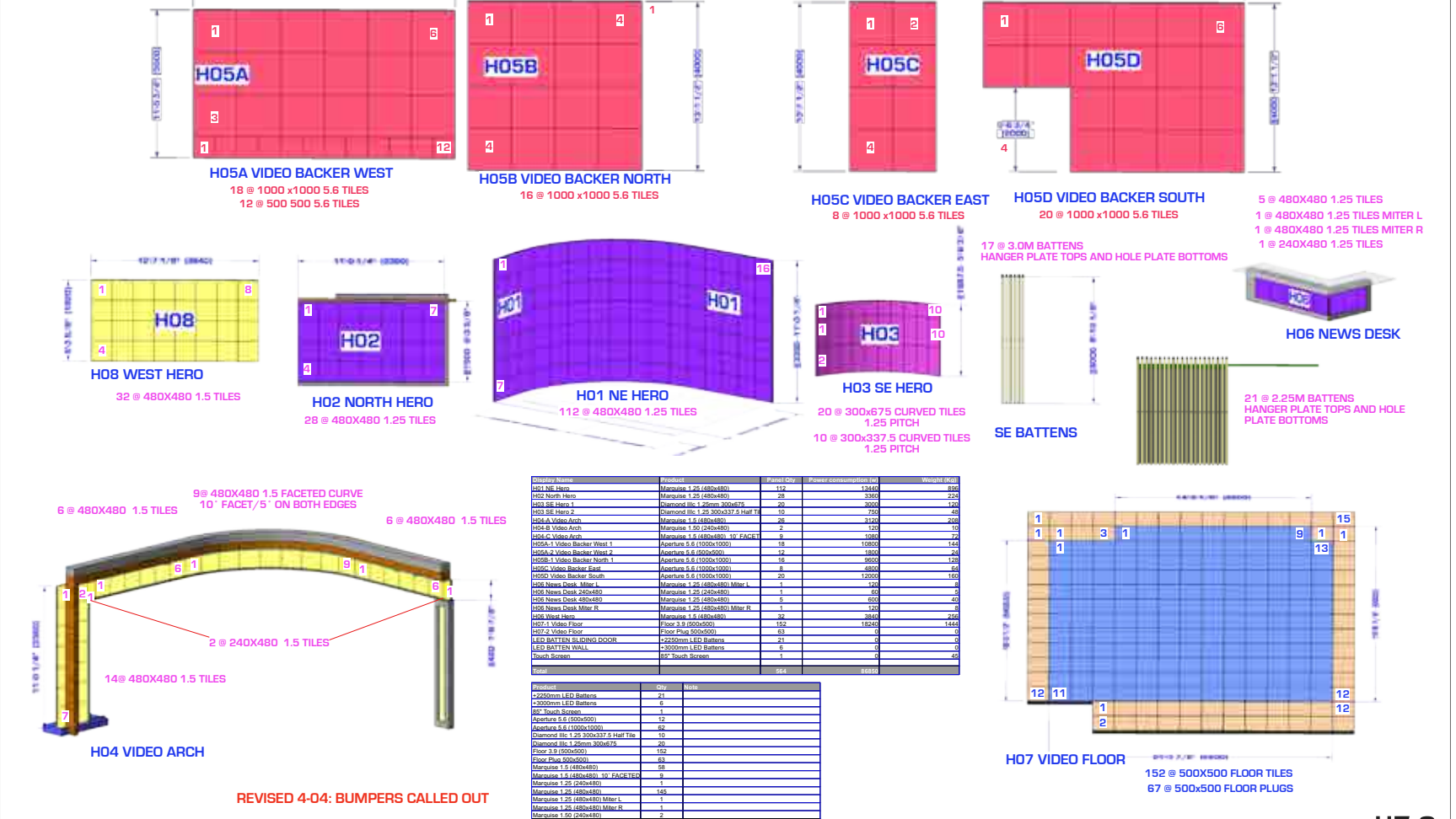


abc NEWS LIVE

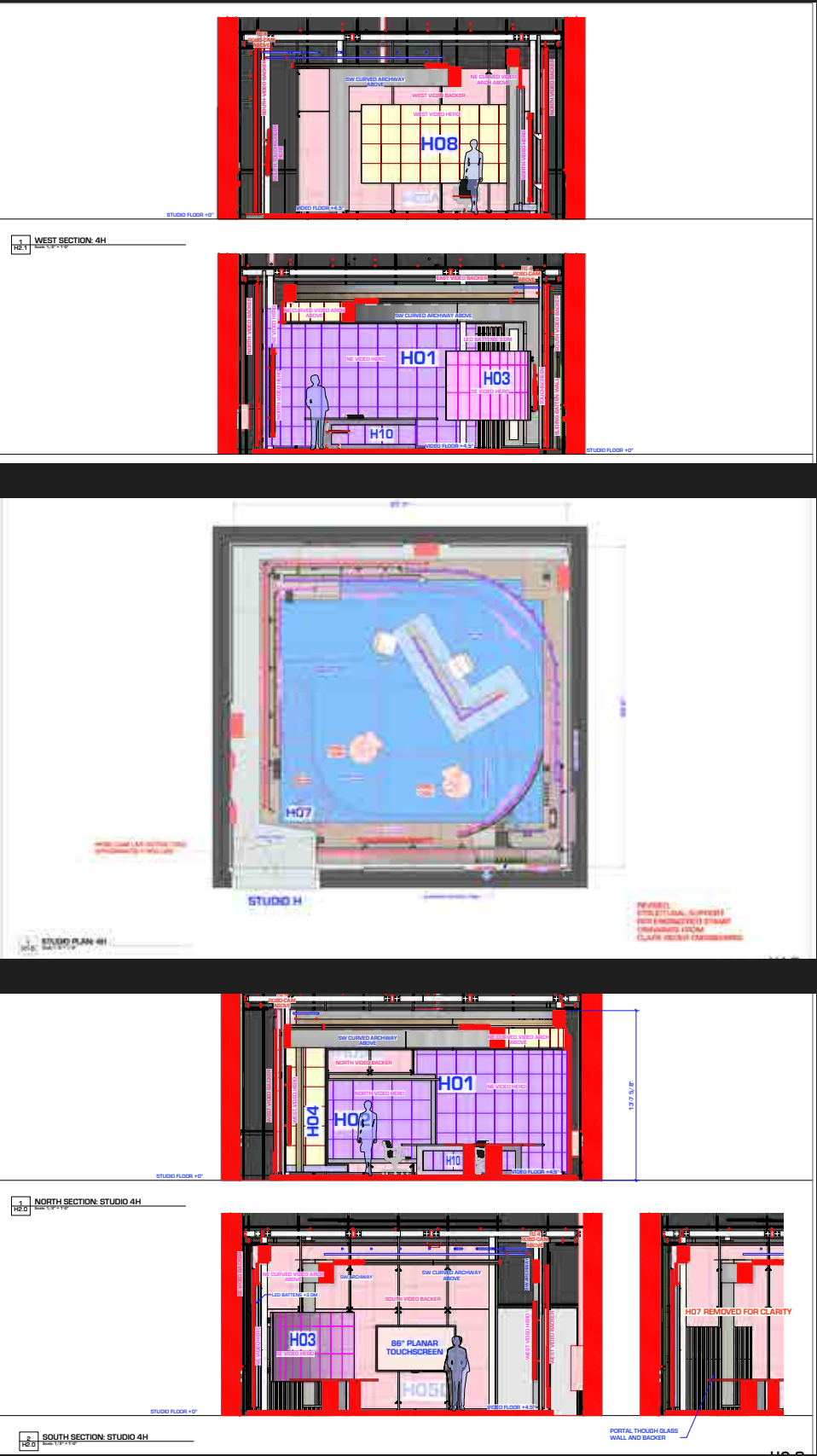


ABC News Live — ABC News, New York
Production Designer: Seth Easter
Digital News Studio • LED Walls • Multiple Studios • Fast-Turn Graphics

abc NEWS LIVE



ABC News Live — ABC News, New York
Production Designer: Seth Easter
Digital News Studio • LED Walls • Multiple Studios • Fast-Turn Graphics





★ macy's
4TH OF JULY
FIREWORKS



Beyoncé 4th of July Special — ABC News, NYC
Production Designer: Seth Easter
Outdoor Concert Scenic • LED Towers • Custom Platforms • Stage built on a Barge

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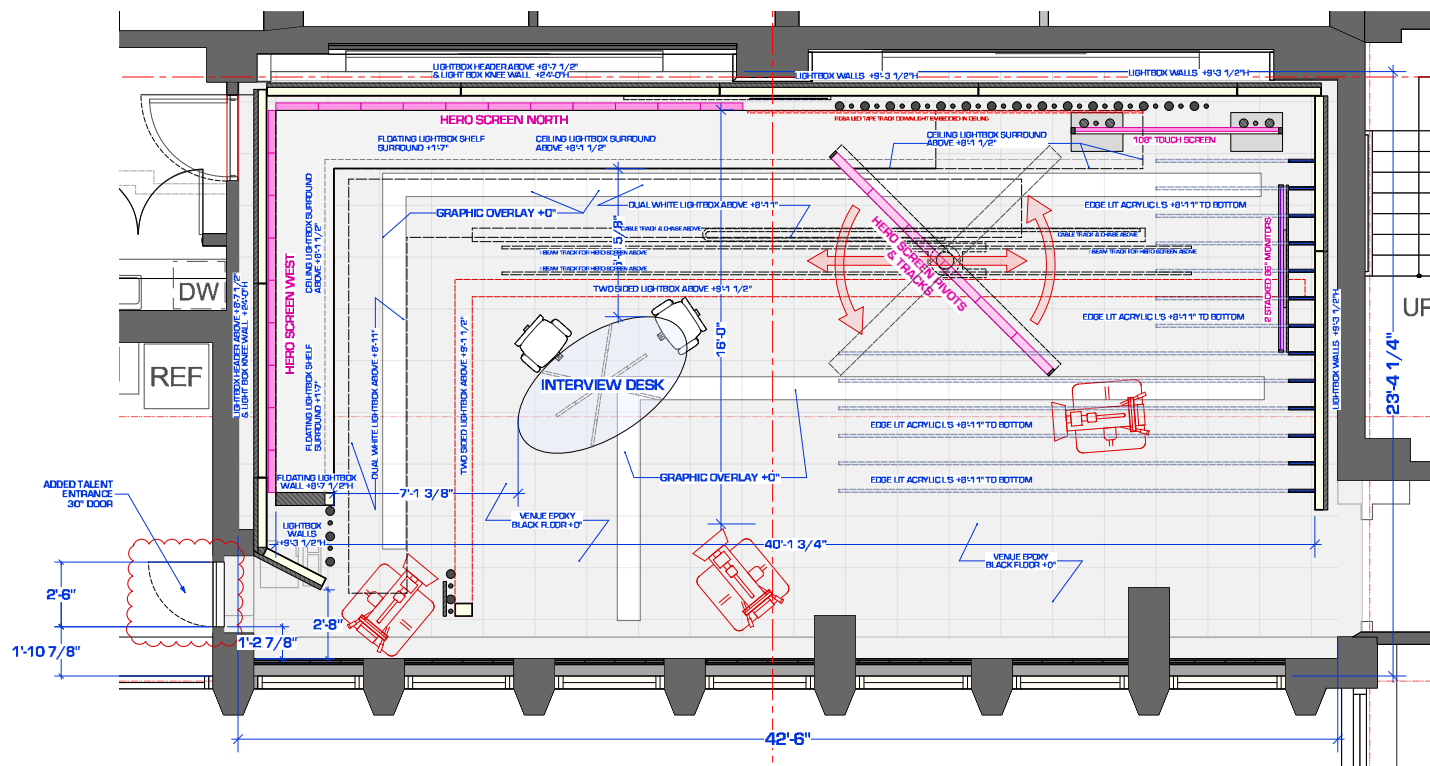
DAN ABRAMS **[CUOMO]** LIVE



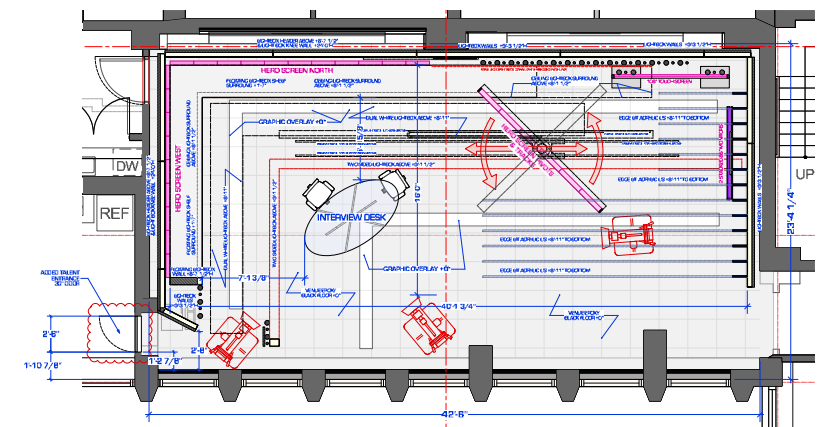
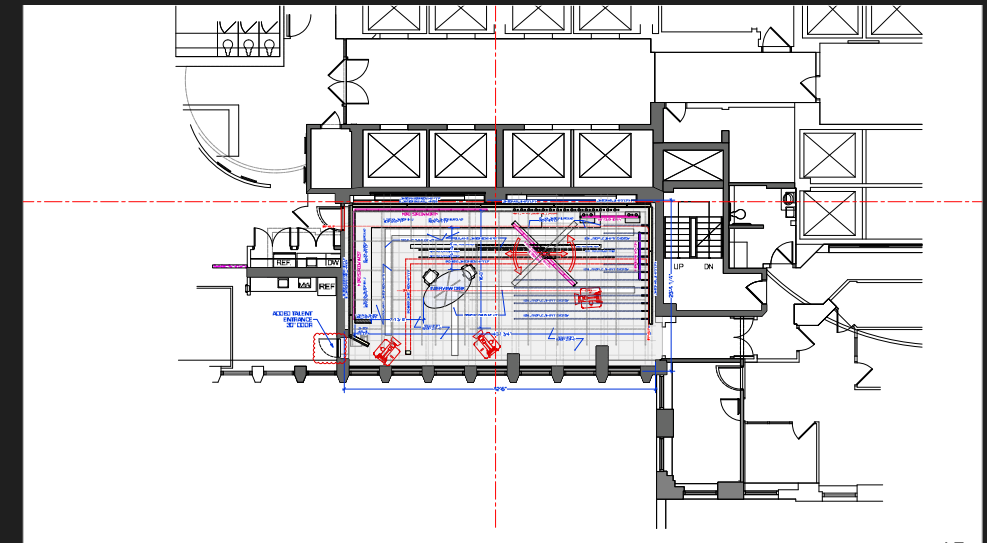
Dan Abrams Live / Cuomo — NewsNation, New York
 Production Designer: Seth Easter
 LED Scenic • Moving Led walls • Multiple shooting locations • Modular Desk Design

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DAN ABRAMS LIVE [CUOMO]



Dan Abrams Live / Cuomo — NewsNation, New York
 Production Designer: Seth Easter
 LED Scenic • Moving Led walls • Multiple shooting locations • Modular Desk Design

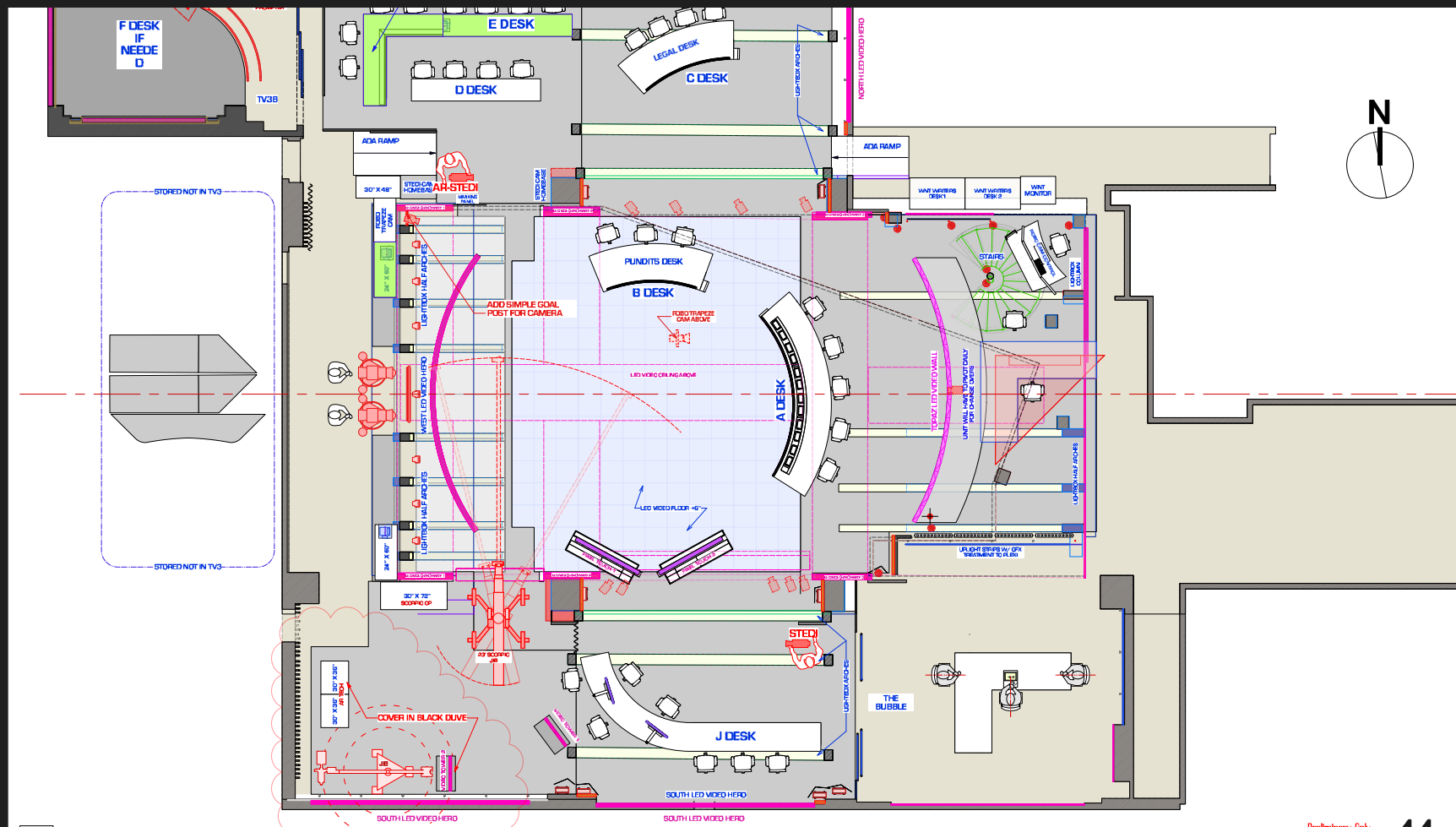


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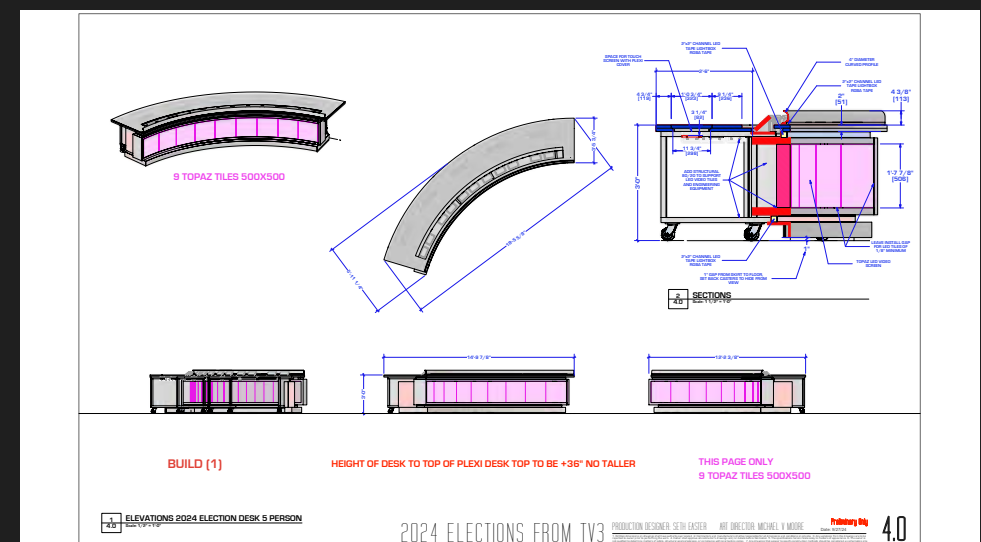
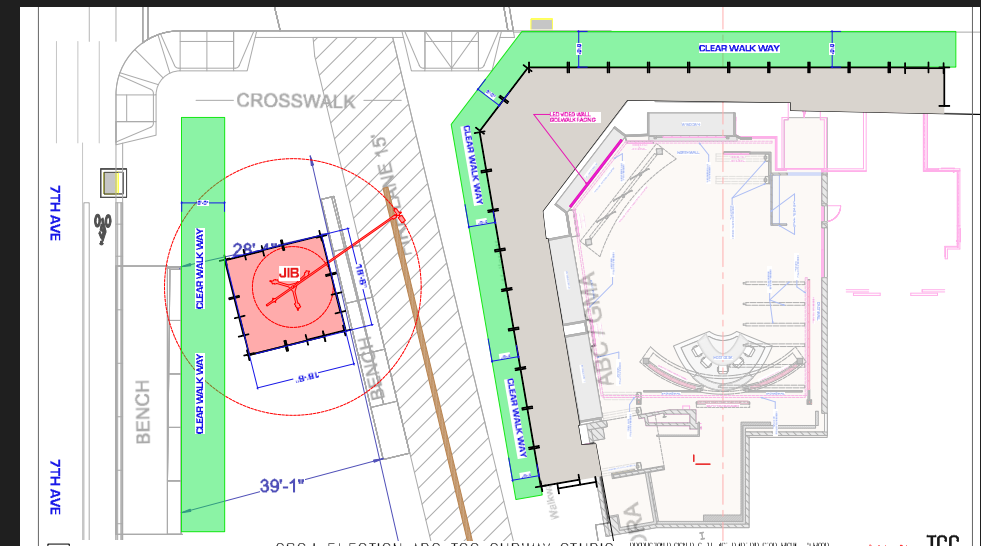
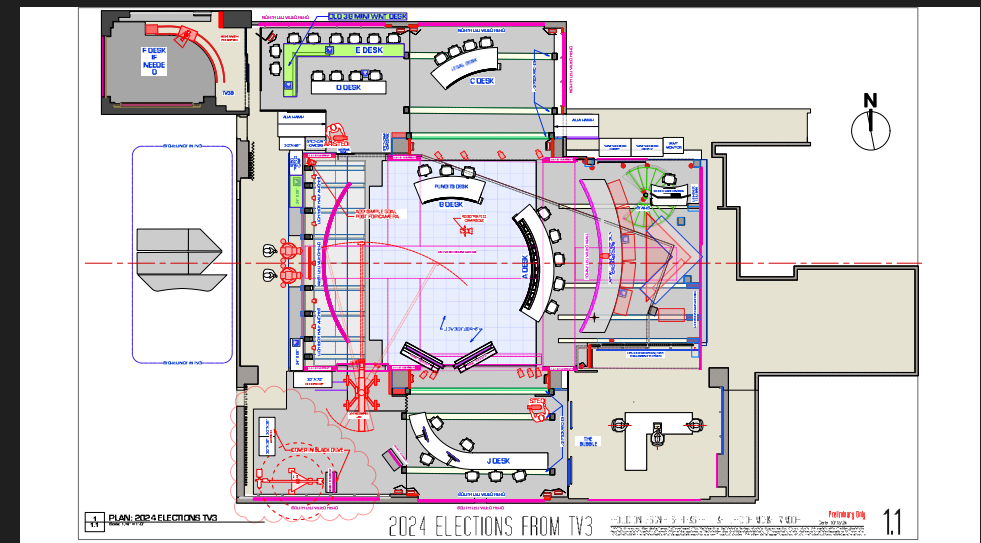
Election 2024 — ABC News, New York
Production Designer: Seth Easter
LED Maps • Data Walls • AR Graphics • Multiple Desks and on-air working enviroment

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Election 2024 — ABC News, New York
Production Designer: Seth Easter
LED Maps • Data Walls • AR Graphics • Multiple Desks and on-air working environment

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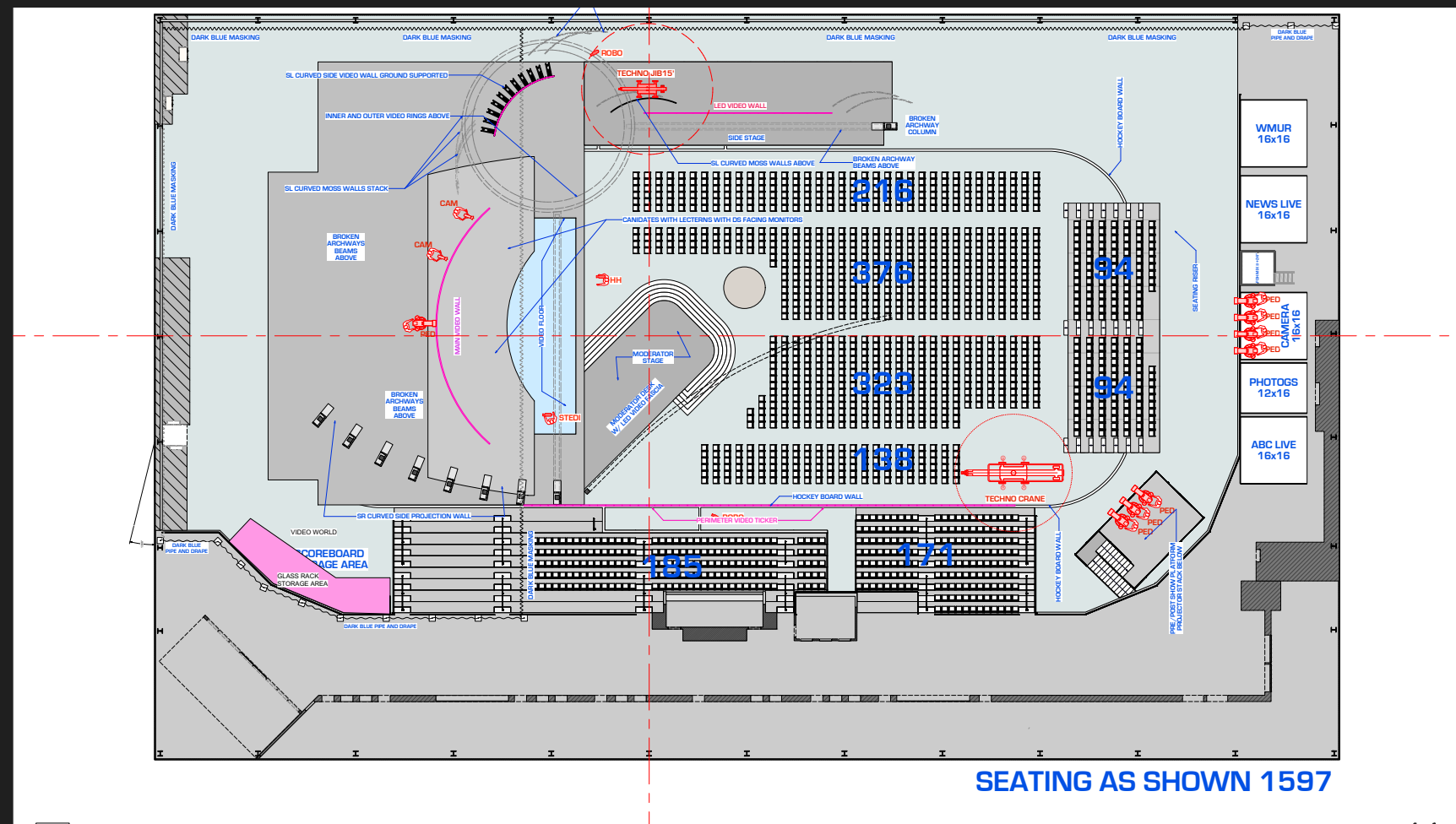


abc NEWS YOUR VOICE YOUR VOTE



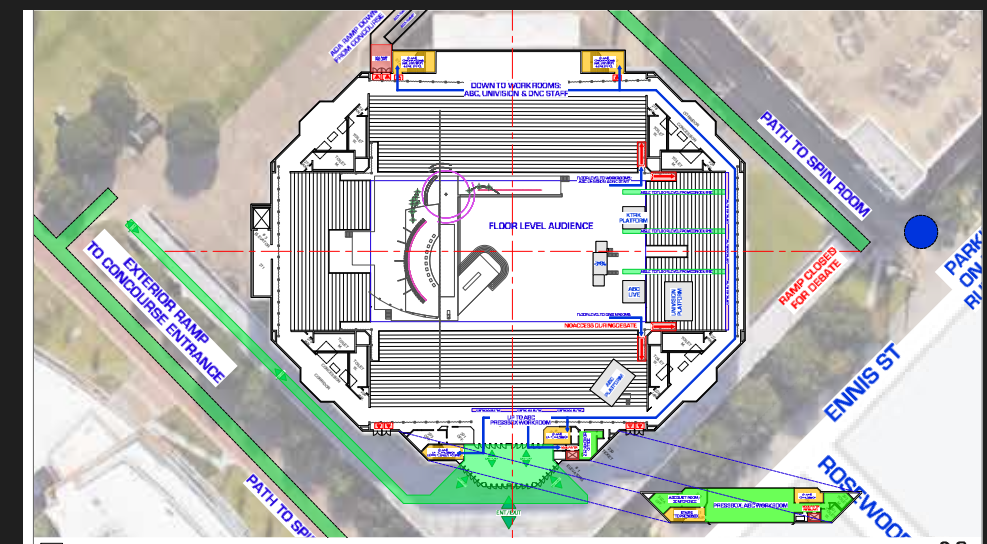
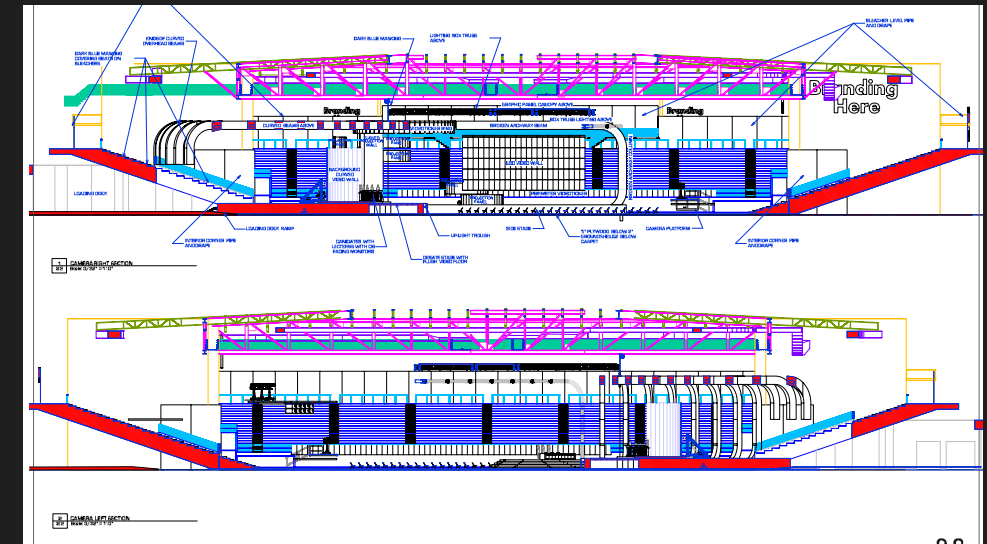
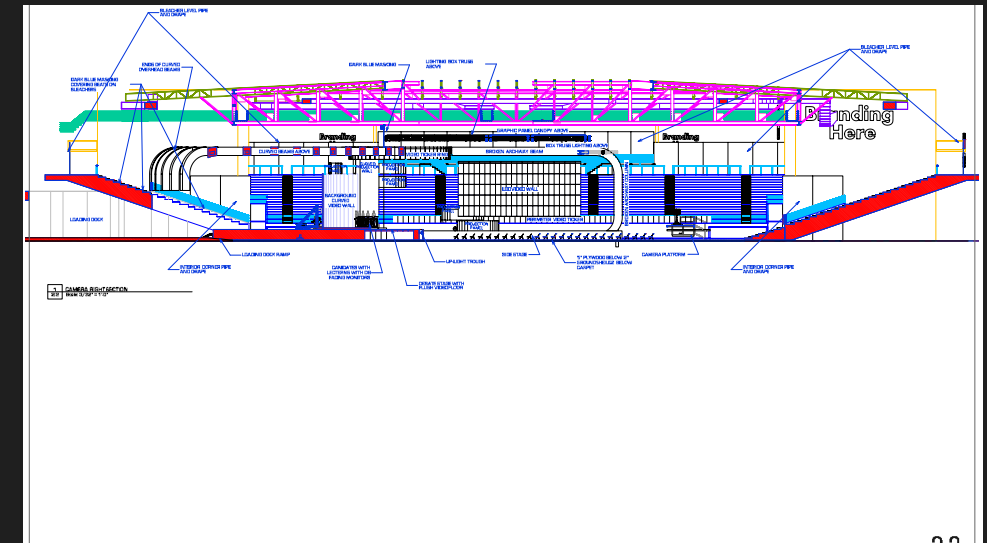
Debate set — ABC News, Various Locations
Production Designer: Seth Easter
Massive Scenic Elements • Multiple LED walls • On-Location Broadcast • Reusable Design

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Debate set — ABC News, Various Locations
Production Designer: Seth Easter
Massive Scenic Elements • Multiple LED walls • On-Location Broadcast • Reusable Design

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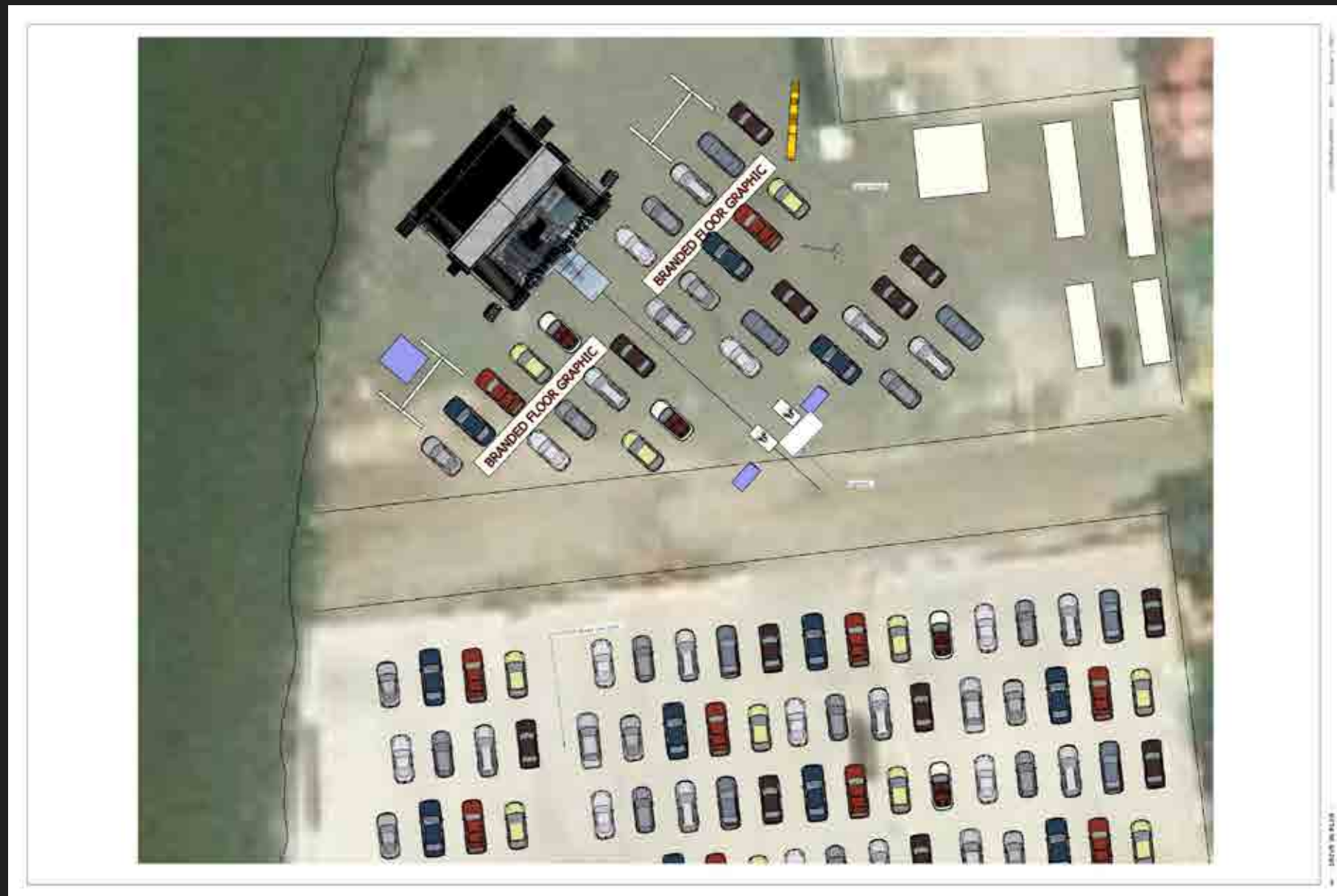


GMA — Alicia Keys Drive-In Special, New York
Production Designer: Seth Easter
Drive-In Stage • LED Screens • Full stage and thrust build • Led Floor

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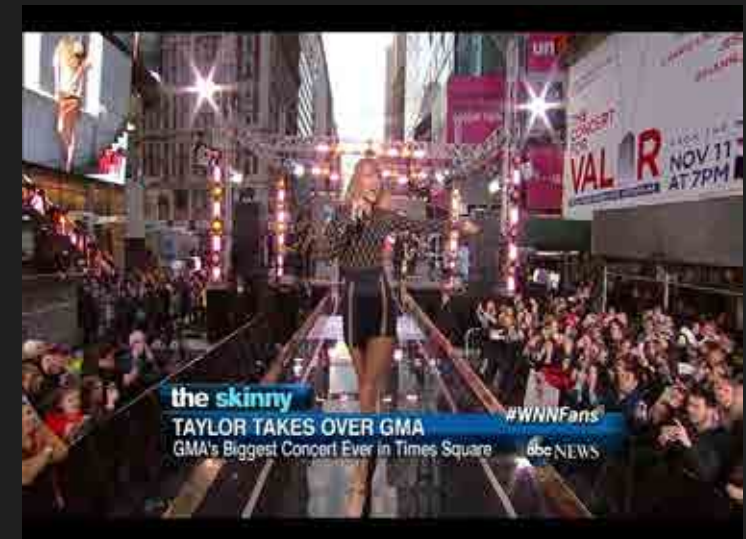
abc GOOD MORNING AMERICA



GMA — Alicia Keys Drive-In Special, New York
Production Designer: Seth Easter
Drive-In Stage • LED Screens • Full stage and thrust build • Led Floor

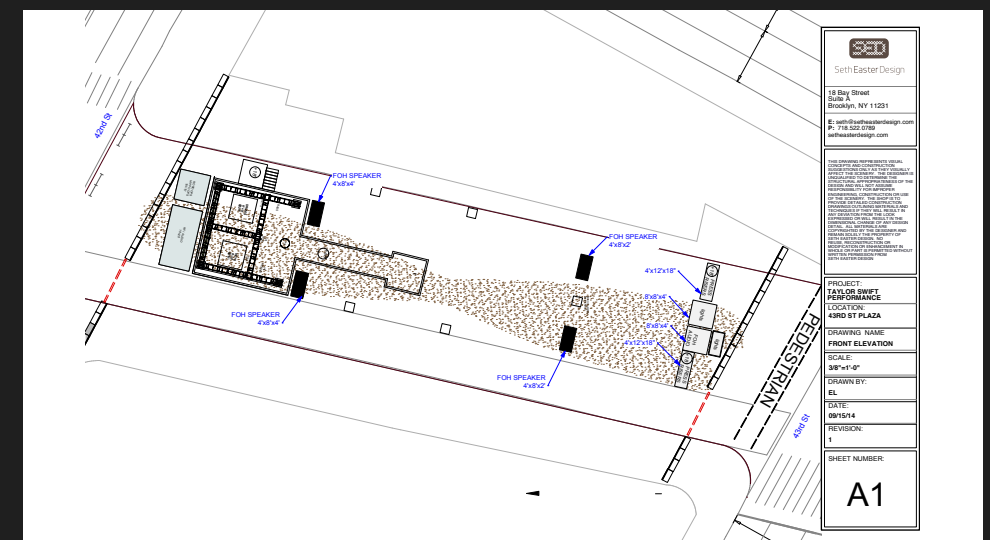
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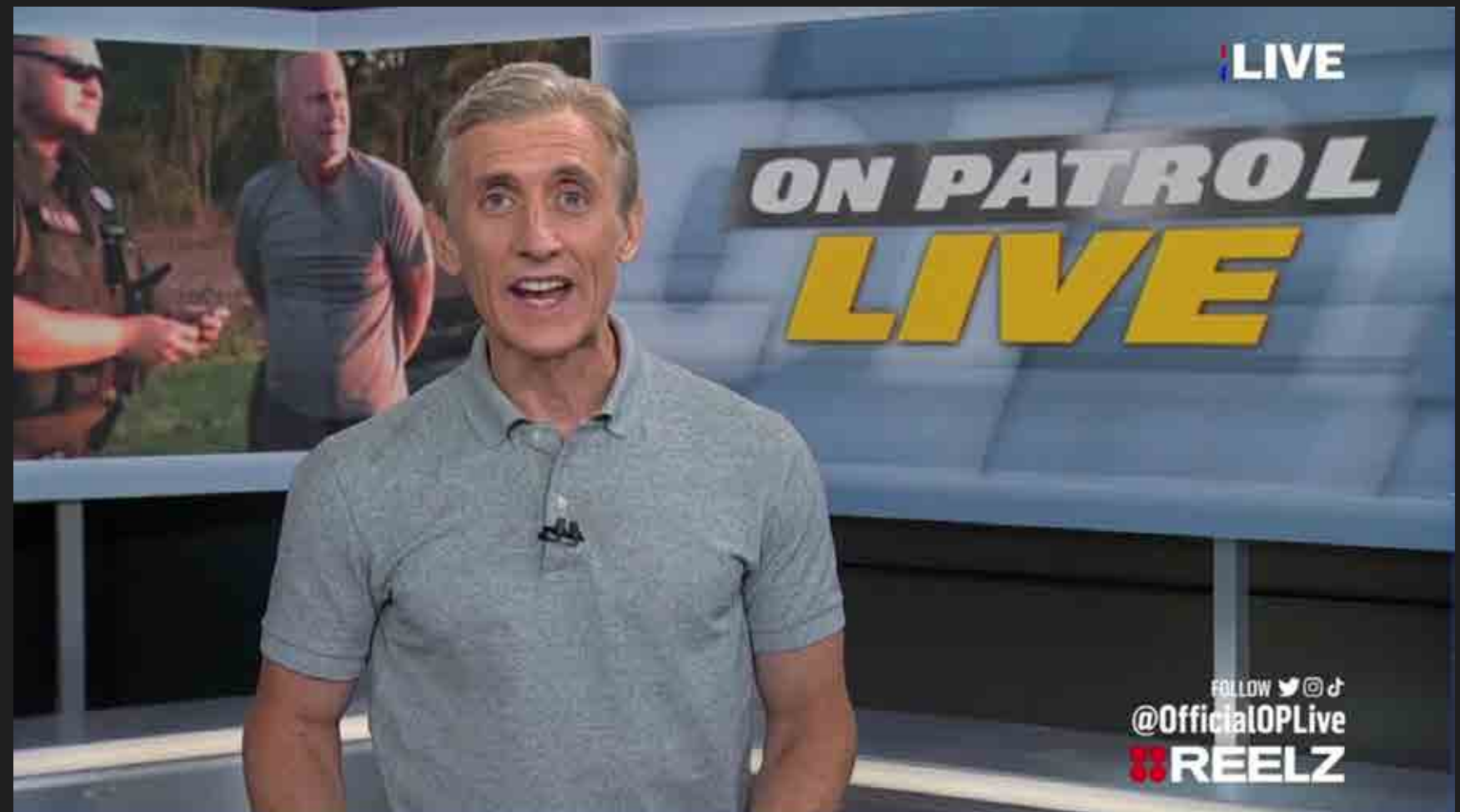


GMA — Taylor Swift 1989 Special, New York
Production Designer: Seth Easter
Concert-Style Scenic • Full stage build in times square • Live Audience • LED Wall

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ON PATROL LIVE



On Patrol Live — Reelz, NYC
Production Designer: Seth Easter
LED Scenic • Multi-Camera Monitoring • Real-Time Graphics • Custom Control Layout

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THE OSCARS

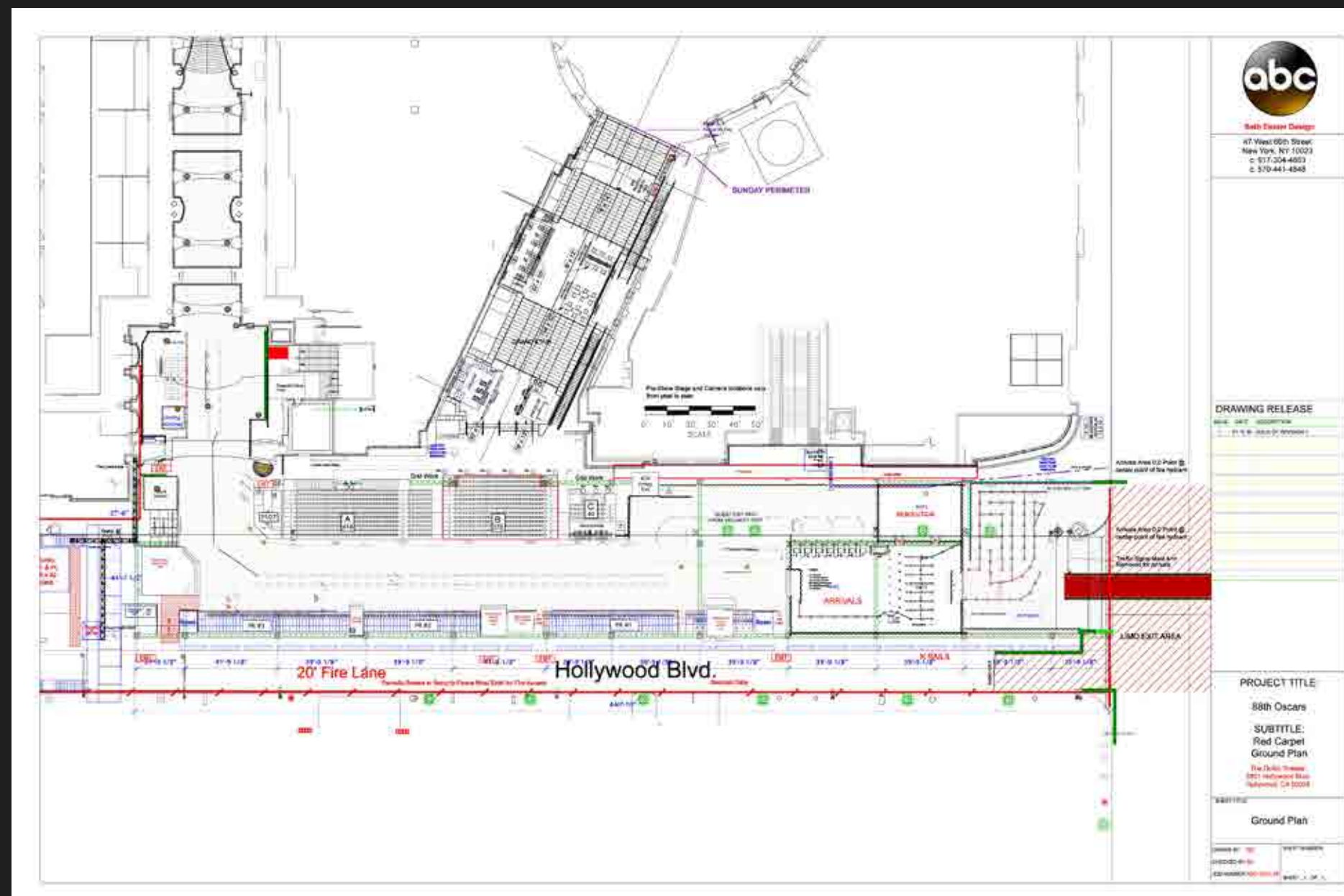


Oscars Red Carpet — ABC / Hollywood, CA
Production Designer: Seth Easter
Event Scenic • Indoor and Outdoor flow • LED Signage • Architectural Detailing

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THE OSCARS



Oscars Red Carpet — ABC / Hollywood, CA
Production Designer: Seth Easter
Event Scenic • Indoor and Outdoor flow • LED Signage • Architectural Detailing



THE FIGHT GAME

WITH JIM LAMPLEY



The Fight Game — HBO Sports, New York /LA
Production Designer: Seth Easter
Sports Analysis Scenic • LED Backdrops • Interview Platforms • Custom Desk

TAMRON HALL

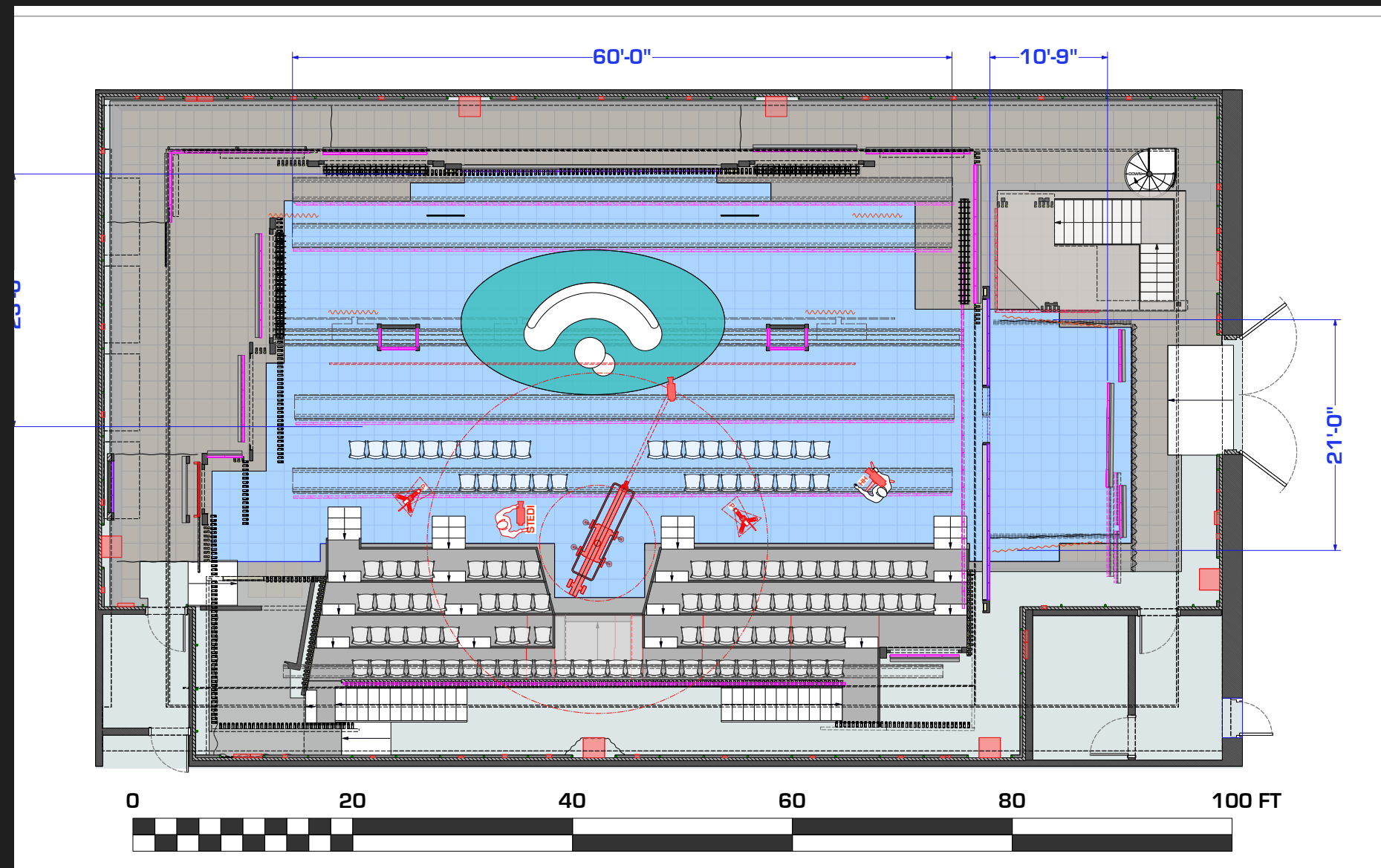


Tamron Hall — Disney/ABC, New York
Production Designer: Seth Easter
Talk Show Scenic • Soft LED • Architectural Detailing • Shares studio with The View

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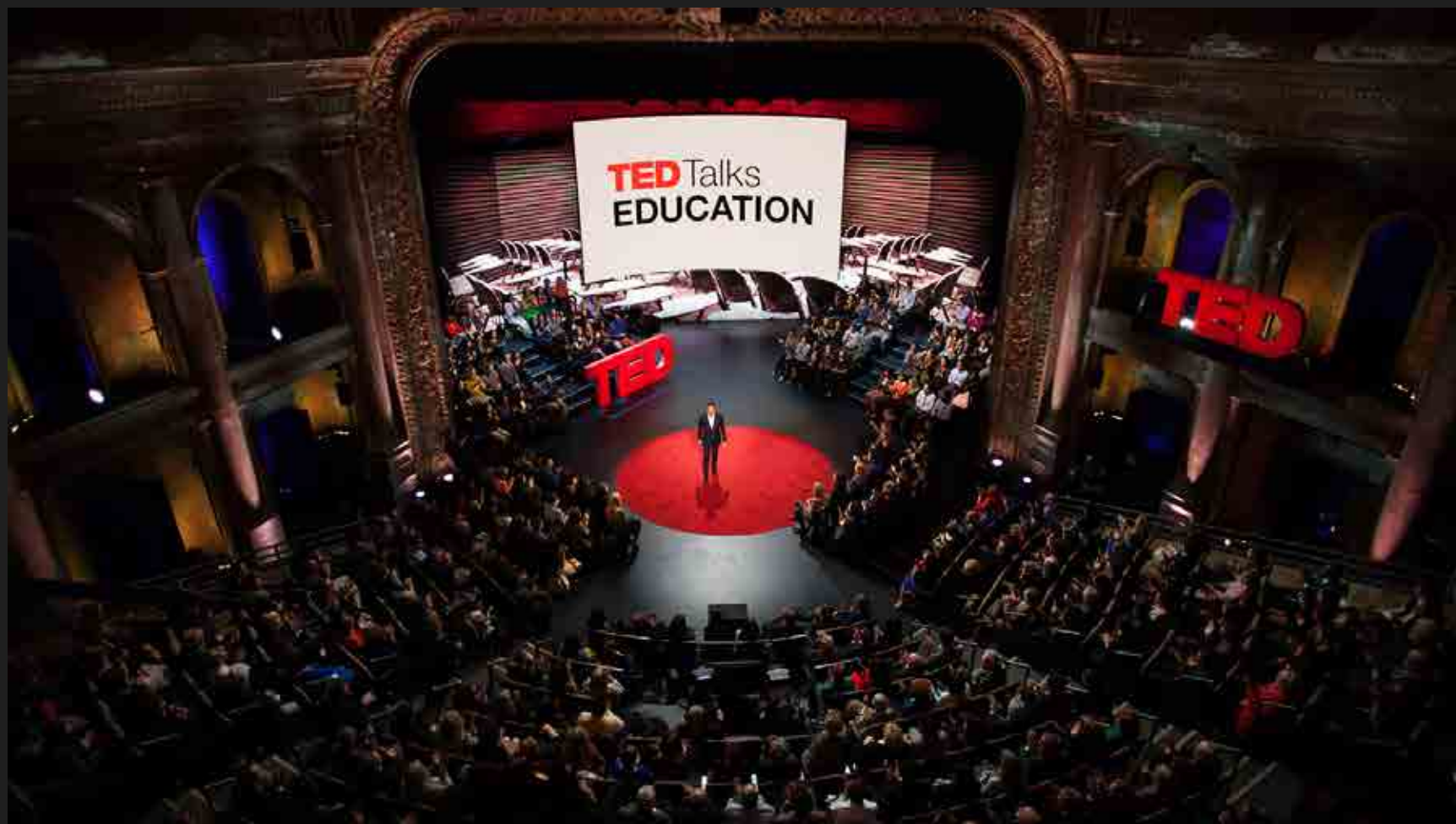


TAMRON HALL



Tamron Hall — Disney/ABC, New York
Production Designer: Seth Easter
Talk Show Scenic • Soft LED • Architectural Detailing • Shares studio with The View

TED Ideas worth spreading

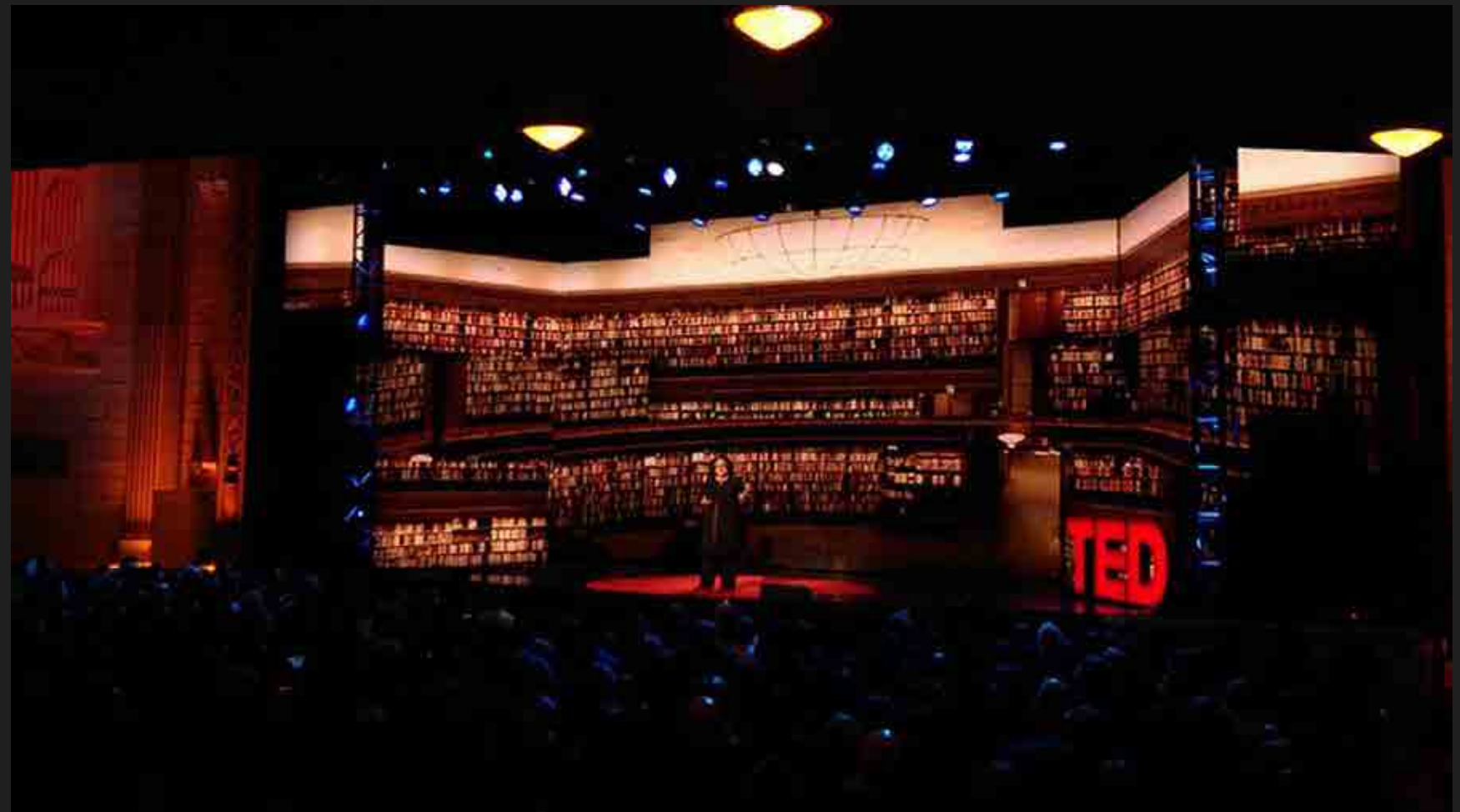
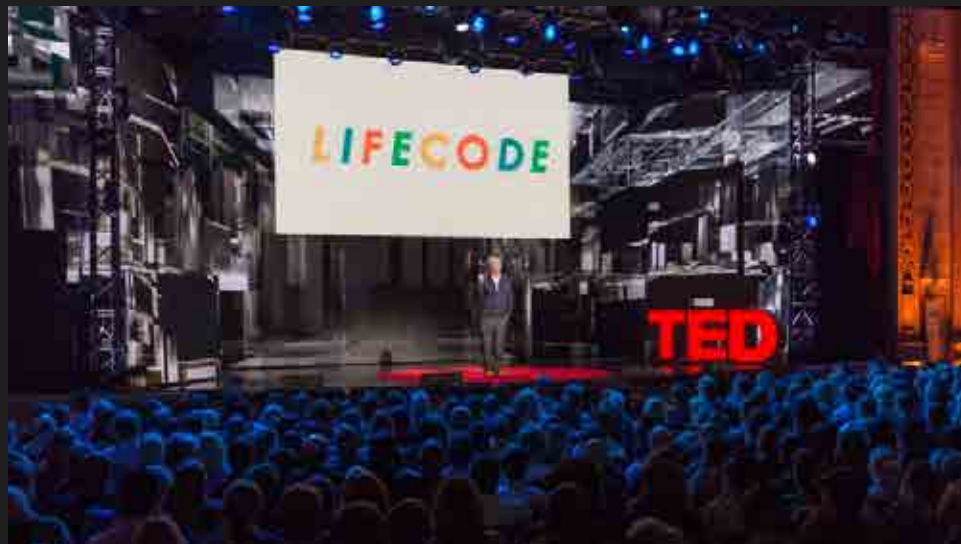


TED-Ed BAM — TED , New York
Production Designer: Seth Easter
Multicam Scenic • LED Displays • Custom Fabrication • Youth Education Format

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TED Ideas worth spreading



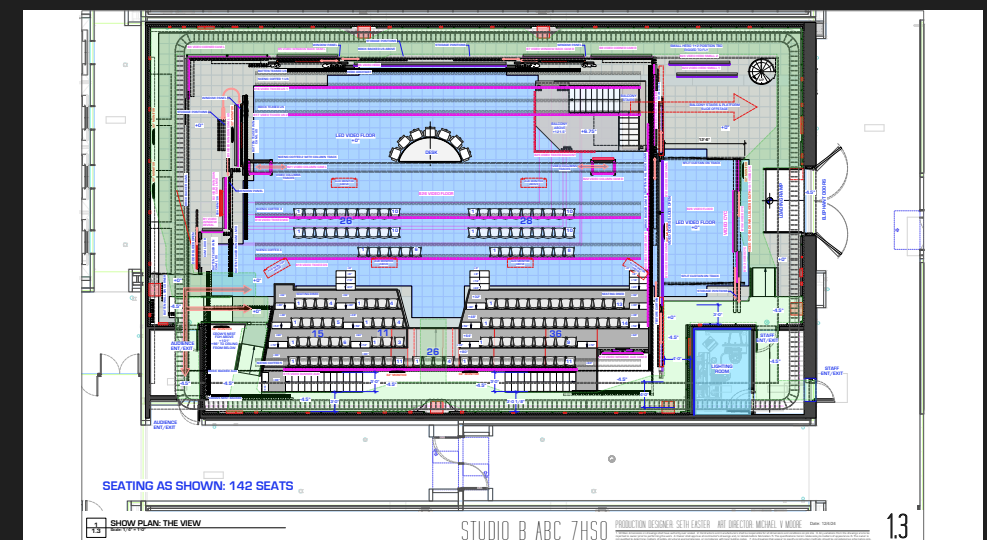
TED Live Town Hall — TED, New York
Production Designer: Seth Easter
LED Volumes • Floor Projection • Custom Scenic • Live Audience Integration

THE VIEW



The View — ABC Daytime, New York
Production Designer: Seth Easter
Full studio build • LED Accent's Walls and Floor • Custom Scenic • Audience Integration

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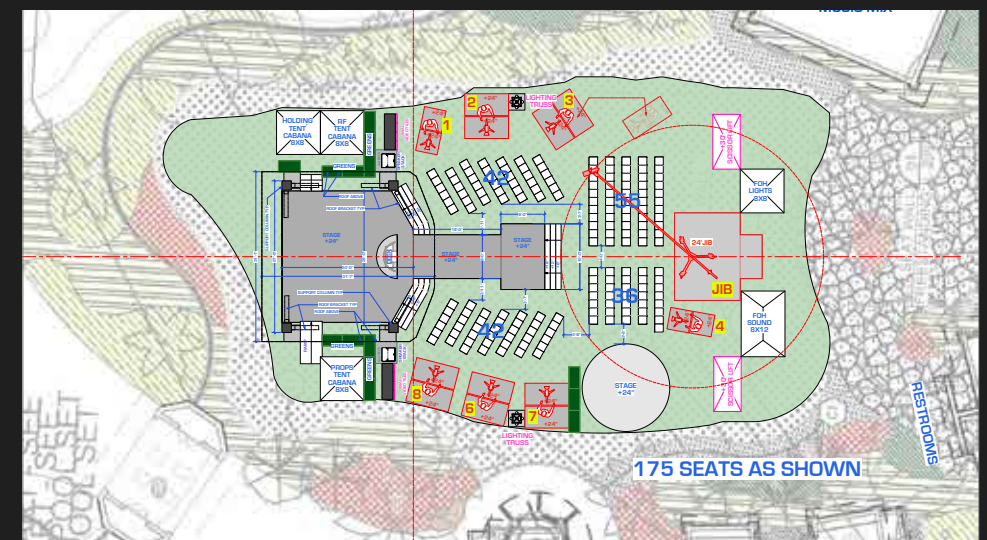


THE VIEW



The View — ABC Daytime, The Bahamas
Production Designer: Seth Easter
 Full outdoor stage build • Architecture-matched scenic • LED screens • All scenery

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abc *this week*

WITH
GEORGE STEPHANOPOULOS



This Week — ABC News, Washington DC
Production Designer: Seth Easter
LED Backdrops • Political Mapping • Interactive Screens • Scenic Fabrication

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abc *this*
week
WITH
GEORGE STEPHANOPOULOS



This Week — ABC News, New York
Production Designer: Seth Easter
LED Backdrops • Political Mapping • Interactive Screens • Scenic Fabrication

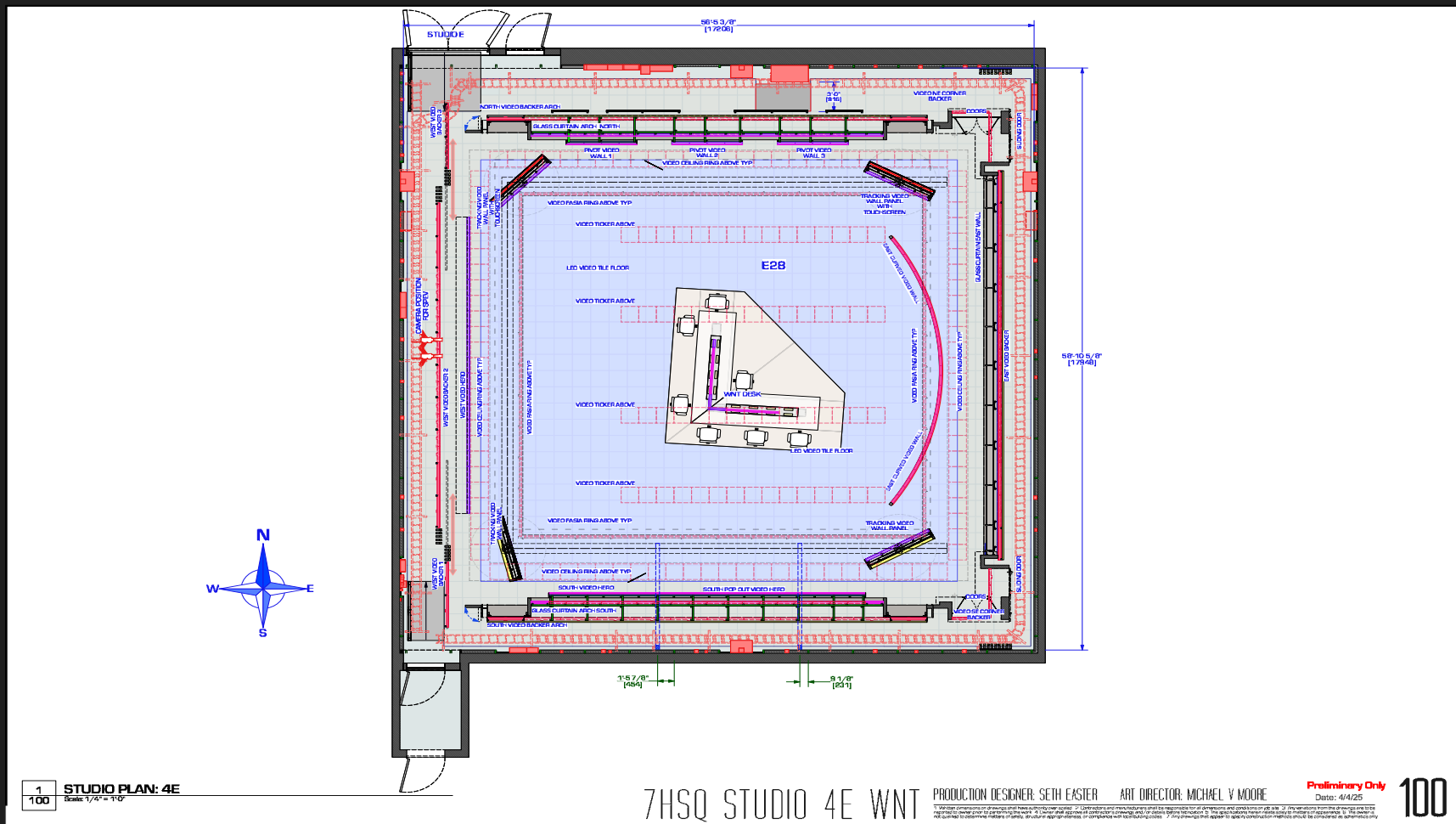
abc WORLD NEWS TONIGHT WITH DAVID MUIR



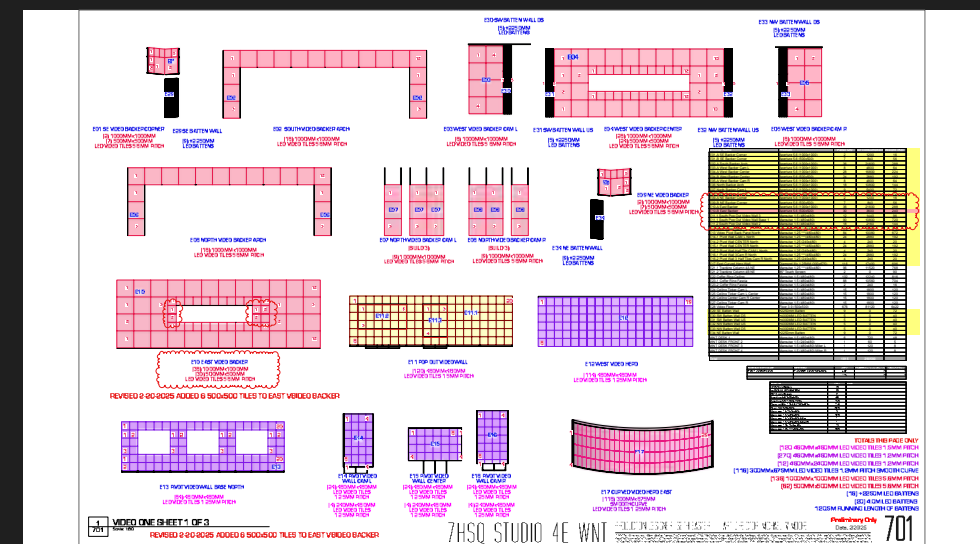
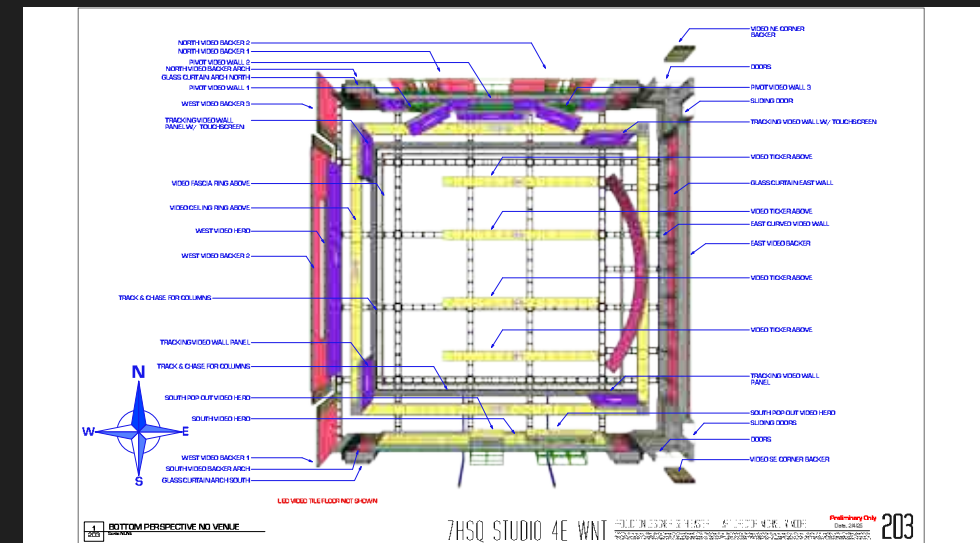
World News Tonight — ABC News, New York
Production Designer: Seth Easter
LED Walls • AR Graphics • Modular Scenic • High-Contrast Broadcast Design

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abc WORLD NEWS TONIGHT WITH DAVID MUIR



World News Tonight — ABC News, New York
Production Designer: Seth Easter
LED Walls • AR Graphics • Modular Scenic • High-Contrast Broadcast Design



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ABC News Midterm Elections 2018 — ABC News, New York
Production Designer: Seth Easter
Multi-level scenic build • LED walls • Ribbon tickers • AR graphics • Video floor

TONY

AWARDS



Tony Awards — White Cherry Entertainment / CBS, New York
Production Designer: Seth Easter
Multiple locations • Full scenic build • LED walls • Virtual scenery • Large-scale scenic

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THANK YOU

Seth Easter — Production Designer
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