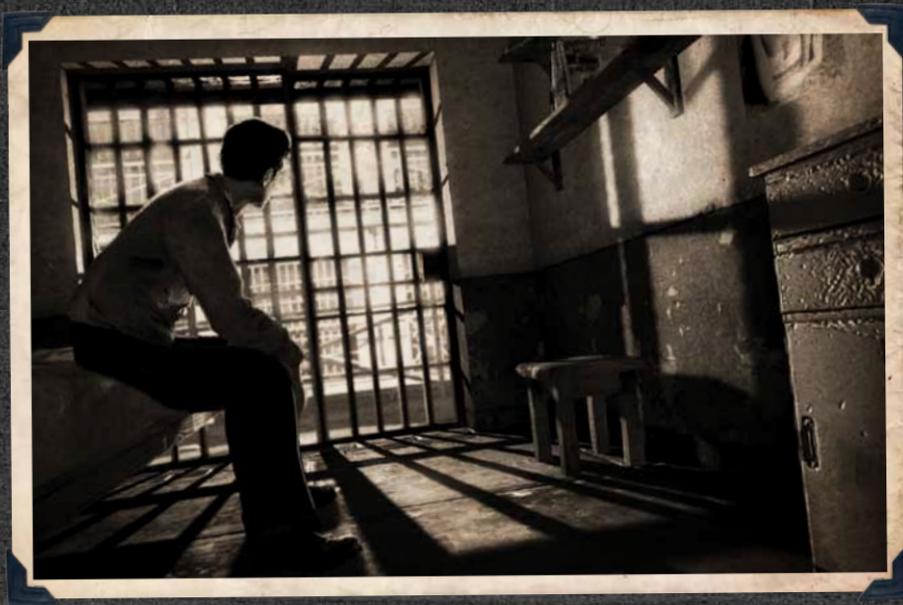


The entire page is framed by a highly detailed, multi-layered gold border. The innermost border consists of repeating floral and geometric motifs. The next layer out features a repeating pattern of stylized, pointed shapes. The outermost border is the most intricate, with a complex, repeating design of floral and scrollwork elements. The background of the page is a dark, textured surface with a marbled or stone-like appearance, featuring shades of blue, green, and black.

THE ART OF
MAFIA II

THE ART OF
MAFIA 





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Characters

When developing Vito and Joe, the main characters in Mafia II, we tried to steer clear of the stereotypical video game character. We wanted our characters to be believable, to seem real. We wanted the way they look to express their personality, while retaining the style of the period. We researched movies, fashion magazines, books, and thousands of photographs from the period to capture typical hairstyles, clothes, accessories and physical features that would be reflective of an Italian-American immigrant in the 40s and 50s.

The main characters' appearance changed several times throughout the development process. Minor changes can be actually be seen on some of the early marketing pieces.



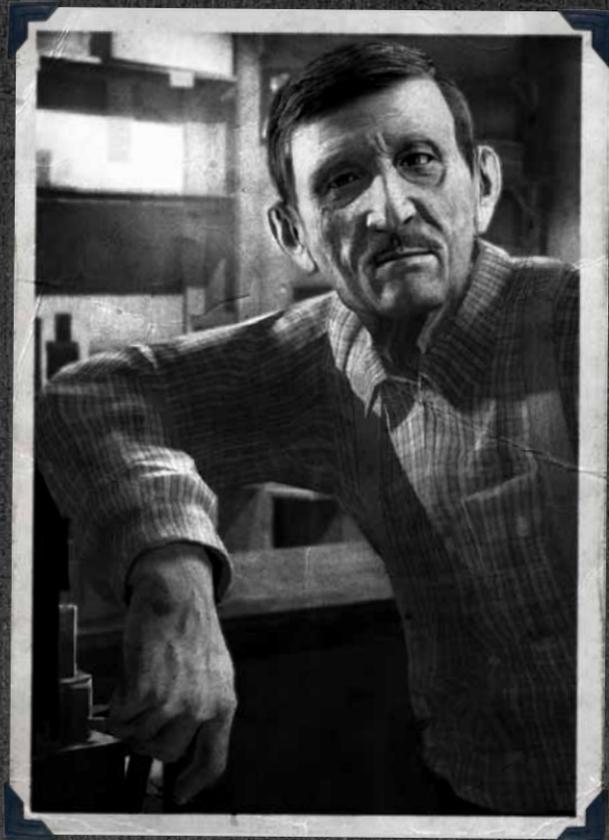














Weapons

The Tommy gun is the most iconic prop of mafia movies and a must for our game. The fifty bullets that churn out of its magazine can turn any opponent into a human sieve. Of course, there are plenty of other weapons to sample. The shotgun becomes imperative in close combat. Others will love the rifle for its firing range, accuracy and power. Since the game takes place in a post-war era, the black market for war weapons was blooming—you can get your hands on Wehrmacht equipment as well.





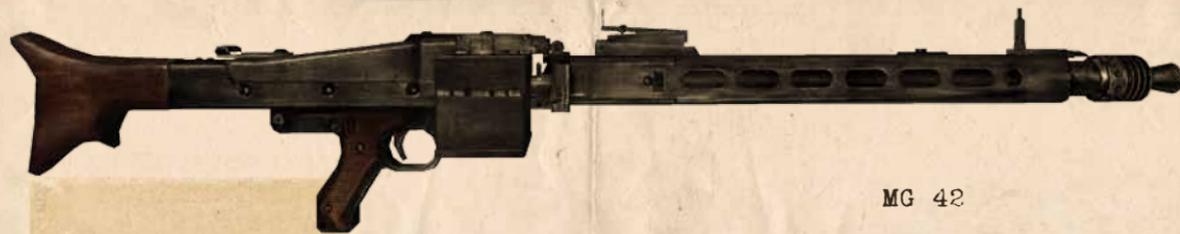
M1



98K



870 Shotgun



MG 42



38A

MP 40



M3



1928



M1A1





1911



1911 Ext. Magazine



.357 Magnum



.38 Revolver



C-96 Broomhandle



Lockpick Set



Grenade Mk.II



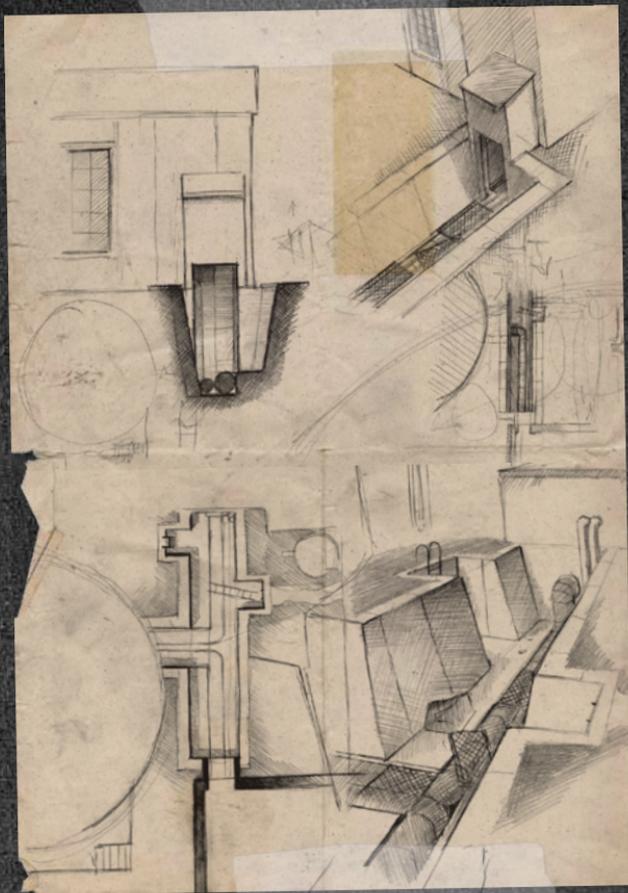
Molotov Cocktail

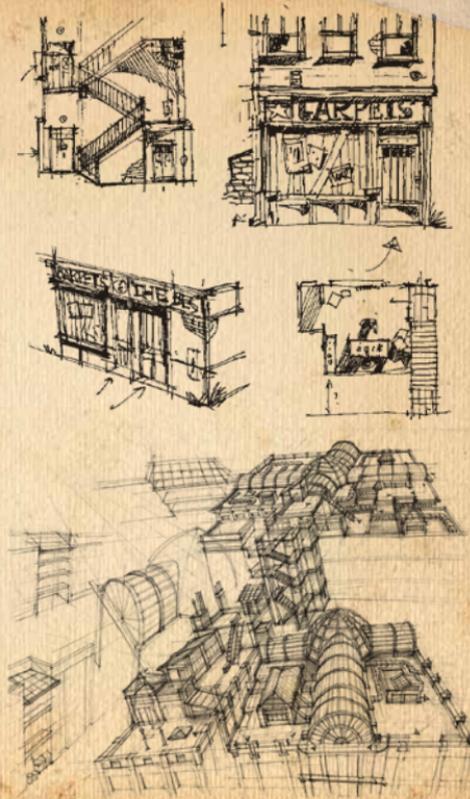
Empire Bay

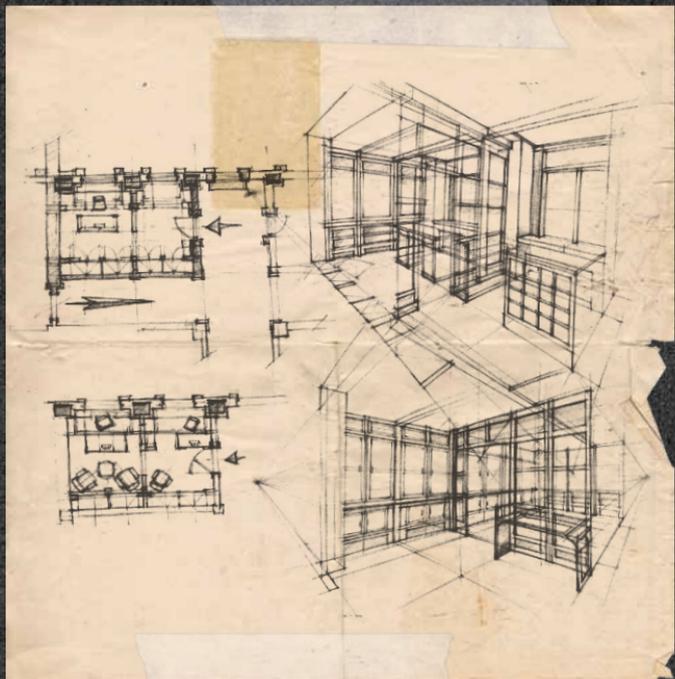
Instead of modeling Empire Bay after a specific American city, we were inspired by iconic American towns of the 40s and 50s, combining them into a unique urban settings with its own narrow alleys and reaching skyscrapers. To capture the look and feel of this period we spent weeks in New York and Chicago researching architecture, neighborhoods and other details. We wanted the feel of a real mafia neighborhood and spent time where the police do not frequent and there are no sightseeing tours. When finished, we were stocked with an arsenal of photos which inspired the design of Empire Bay. The city also changes its face in various weather and time conditions. Just when you think you know it well, night falls and the city is new again...

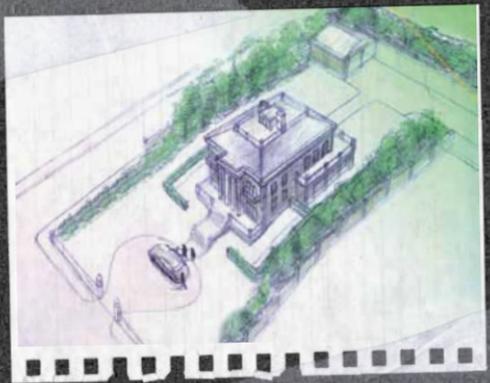
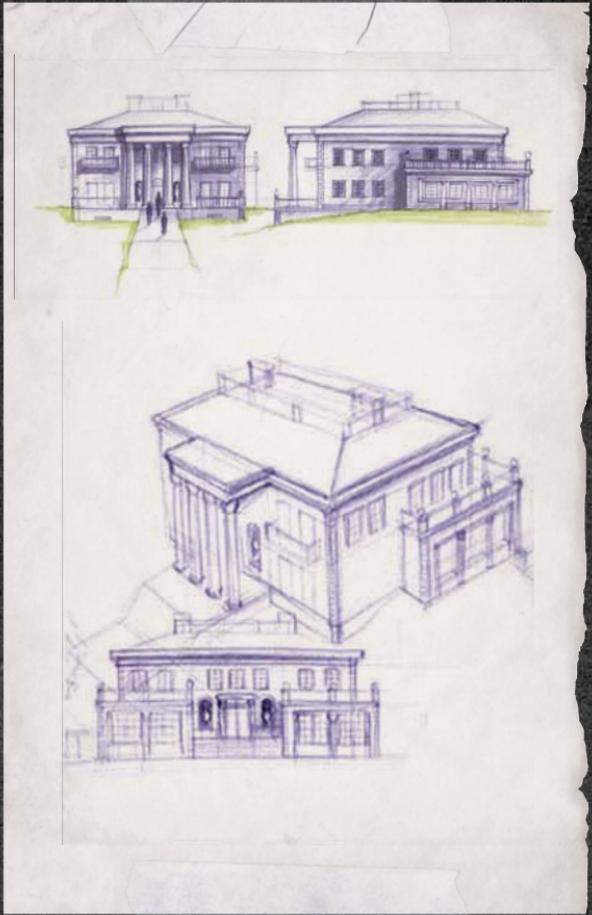
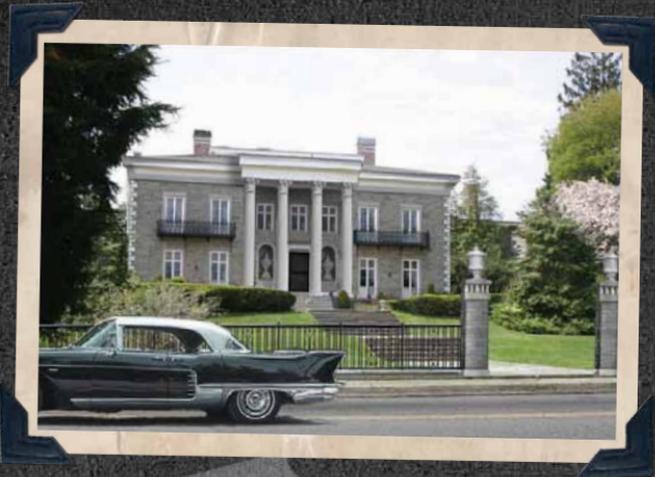














Vehicles

The automotive industry underwent revolutionary changes between the 30s and 50s—both visually and technologically. The car designs in Mafia II echo the typical vehicle features of this period and show this evolution, from somewhat bulky and clunky machines to fast, sleek and futuristic muscle cars. Besides reproducing the stylistic shapes, chrome, grills and bumpers it was important for us to make the cars a credible part of Empire Bay. Some of them are squeaky clean, others worn and dirty. Some are brand new, others bear marks of fender-benders or are nearly totaled – just as you would see in a real city.











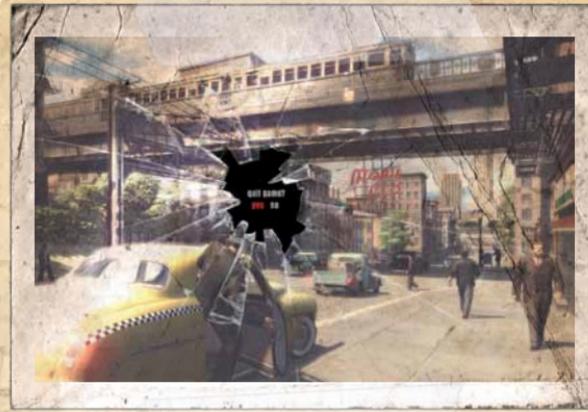
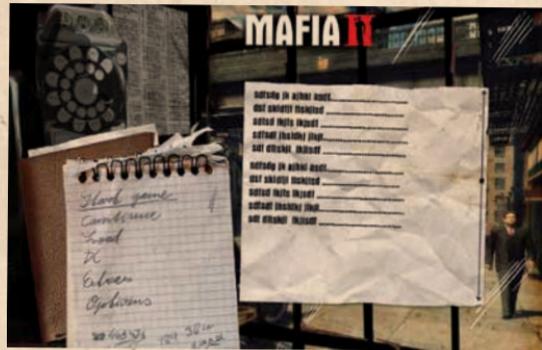
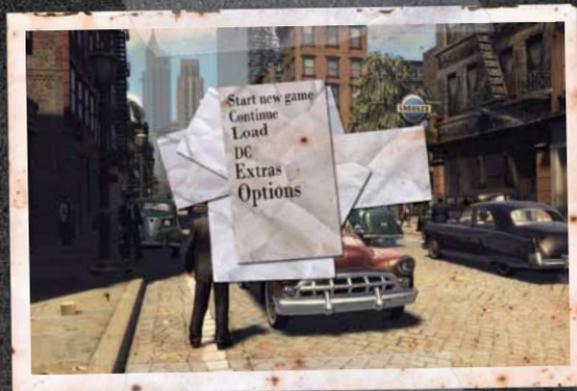


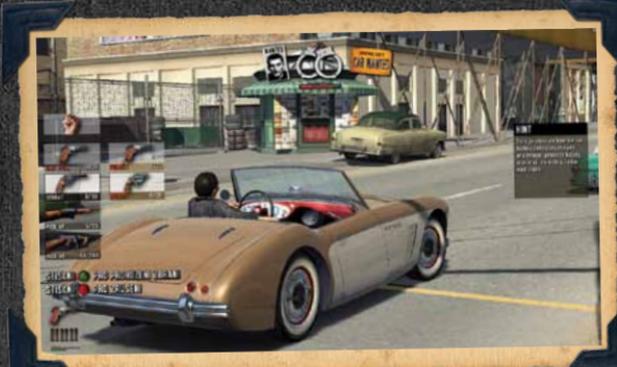
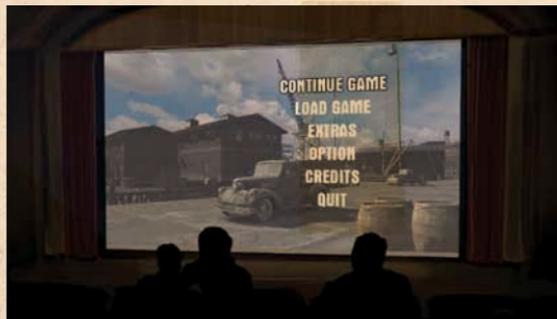
Early Front End Design

Designing a simple interface is anything but simple. We worked on countless iterations before we found one we were happy with. To capture the look and feel of the period we considered incorporating the elements of newspaper, cinema, phone booth and the TV screen. The final design is one we all loved. We found the cityscape to be both dramatic and inviting. Monumental skyscrapers accompanied with cinematic music set the right mood to embark on a journey in Empire Bay.



MAFIA II
start game continue **load** DC extras Options

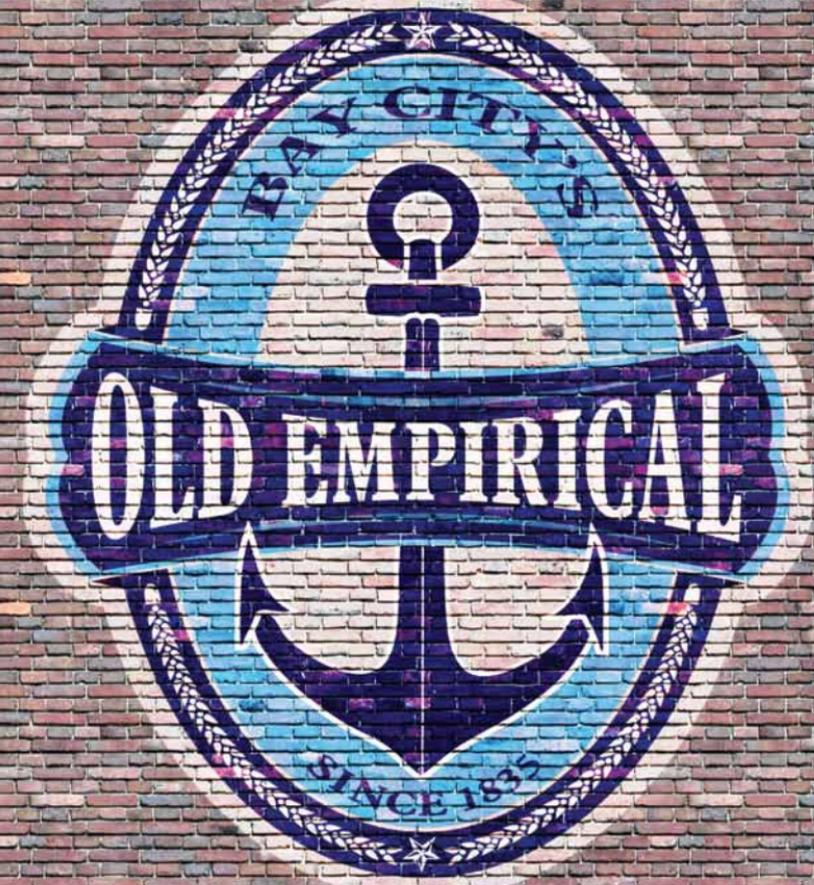




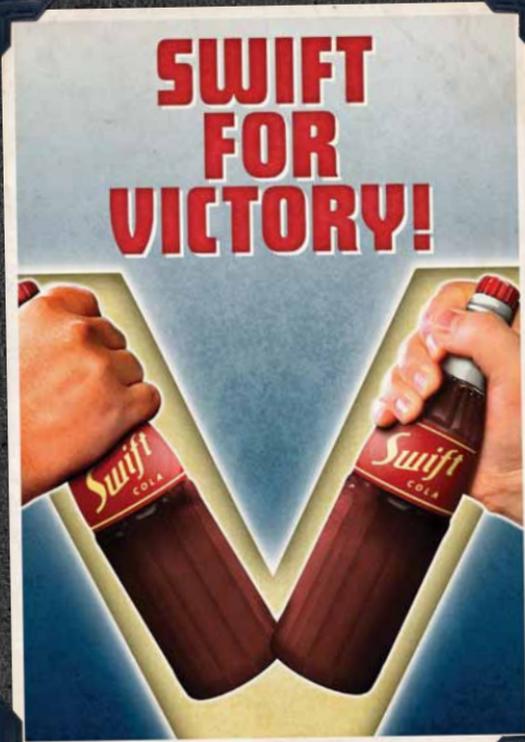
In-Game Brands and Ads

One of the biggest artistic challenges in Mafia II was to show the transition of time from the 1940s to the 1950s. Empire Bay contains several elements that help convey this. Some are more apparent: the depressing snow-covered WWII era America turns into a Technicolor continent that bursts with energy and rock'n'roll. Some are more subtle: The 40s ads are more austere and muted where the 50s ads are brighter, use neon and evoke the "birth of cool." We were very conscious of creating branding that was indicative of the time period, and then using that as a vehicle to promote the passage of time.

The process of creating the in-game advertising was very similar to any "real-life" advertising campaign. They were based off of briefs that outlined such things as the location within Empire Bay the ads would be seen and key points about the brands. We then researched advertisements from the era to get an accurate feel for the time period. We also looked at books and magazines about life in New York City in the 40s and 50s, keeping in mind historical events - namely WWII. We looked at design trends from these eras as well, including color palettes and typeface references, clothing, fabric and architecture.



WWII



U.S. TAKES NORMANDY!

EMPIRE TIMES
THE NEWS YOU NEED TO HEAR.

Alligator

food freezer



so much
more space

1940s

"Take a Break
From it All!"



SMOKE
BIG BREAK

No other cigarette is so rich-tasting and yet so mild.
The longer you smoke the longer you'll enjoy it.
Know the difference. Buy Big Break.

A man in a suit is shown from the chest up, holding a cigarette. To his right is a pack of Big Break Red Cigarettes. The background is dark red.

BIG BREAK

cigarettes

Take a Break from it All!

A man in a suit is smiling while reading a newspaper. The newspaper is titled "EMPIRE TIMES" and has a headline that reads "NAZI MEN STORM OVER RHINE".

THE NEWS YOU NEED TO HEAR.

EMPIRE TIMES

NAZI MEN STORM OVER RHINE

Nazis Say Other Countries
on 215-Mile

A woman with blonde hair is smiling and holding a white cup of coffee. The background is bright yellow.

Open All Night!

EMPIRE BAY
DINER

Alligator



refrigerator
food freezer

—Fame Electric

1950s

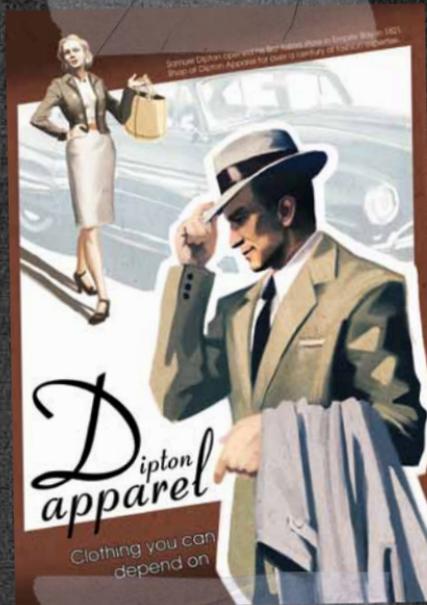
BIG BREAK
cigarettes



so light and mild, what a relief!

Dipton
apparel

Clothing you can depend on



Empire Bay
DINER

Best Burgers in Town!
Open Late!



So Light and Mild,
What a Relief!



Big Break Cigarettes
No other cigarette is so rich tasting and yet so mild. Try one today!

Beverages



Smith Deluxe Station Wagon...



... fun for all the family!

Smith DSW

The new station wagon from Smith, the DSW, is the top step driving experience the you and your loved ones.

Wide-open roads
Diverse and full of features
Proven reliability
Superior value!

But there's one thing that sets the Smith DSW apart. The DSW will stand up for the years to come. You will thank you for the passenger side window, interior and floor. But will the overall appearance. And to top it off, there are 144 cubic feet of storage space in the Smith DSW. The regular car Smith men. They're not kidding.

The Smith DSW - its time to grow up!
Come and give one a whirl!
555-0137



Culver Empire

Brookline Bay
the Grand Dealer of America
has its own car! Think
the Culver Empire! In Culver's latest
production model we combine the best
with modern styling to create an automotive
experience like no other.
If you don't believe it, ask the Empire Police force
if it can catch criminals. Think what it can do for you!
Culver Empire, for robust and reliable motoring.

... drive away in one today!
call your local Culver dealer 555-0162

Potomac Indian

THE CHOICE OF PROFESSIONALS



Potomac Indian

PLACE YOUR
ORDER NOW

Potomac Indian - The Professional's Pick.
Make an impression with the '51 Potomac Indian, designed for the businessman on the road. A man in a Potomac is a man to be trusted. Arrange a test drive today!

Enjoy the freedom!!!

20!!!

TRUCK DRIVER, Master Water-pumper outfit.

Ascot Bailey \$200

AMERICA'S MOST TRUSTED AUTOMAKER SINCE 1927

The Shubert Beverly - Travel in style while your family is protected. America depends on Shubert and the Beverly delivers style and comfort while providing safety and peace of mind. Make a date and bring the family to see The New Beverly at your local Shubert dealer today!

The BEVERLY

BAD GUY

Bruckner ENGINE GREASE

Pexizol MOTOR OIL

Tesoto MOTOR OIL

The BEVERLY

It's Heavenly!

The Shubert Beverly has the smoothest ride in town. Whether you're on your way to the office or jetting away for a weekend getaway, The Beverly will provide you with delightful stress free travels. The Beverly...it's heavenly!

SEE YOUR SHUBERT DEALER

Pin-Ups

One of the more challenging parts of depicting a believable world required us to research loads of contemporary smut. Yes, that's right, we're talking about pin-up girls. The constant adjusting of shapely curves, increasing transparency of silk blouses, shortening of skirts... is just plain hard work, but we were up to the challenge. We hope that you find the result worth the sweat and sacrifice.









Concept Art and Renders

Designing a game requires hundreds, if not thousands of sketches, drawings and concept art. While this much of anything can become a chore, what we designed was done with passion. One of our many inspirations was 40s and 50s movie posters. We worked to emulate their style through fictional Mafia II movie posters. Most incorporate the main characters Joe and Vito, as well as a few other in-game characters. We loved the posters so much, they made it into the game as unlockables at the end of each mission.



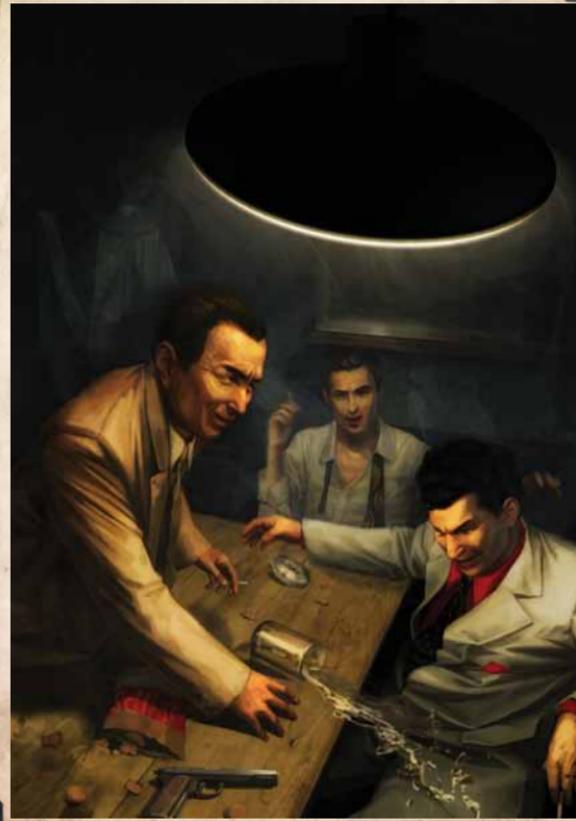












Movie Posters

