

# Unlocking Creativity

Crafting the Ultimate AAA Game Studio  
for Last Sentinel

Steve C. Martin, Vice President, LIGHTSPEED STUDIOS



# WHERE CREATIVITY MEETS THE FRONTIER OF AAA GAMING



# Steve C. Martin

Vice President , LIGHTSPEED STUDIOS

**Past Works :**

“Red Dead Redemption 1&2,” “Grand Theft Auto V,” “Max Payne 3,” “Bully,” and “Need for Speed Underground 1&2.”



**25+** years of AAA gaming evolution

Milestones from simple graphics to immersive experiences

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**It's about creating art  
not merely a product!**



**The Heart of AAA Game is  
Immersion, Artistry, and Originality**

# Facing Realities

**Bigger Games = Bigger Teams = Bigger Budgets = Bigger Risk**

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## What's Next?

As game budgets swell, there's a growing tension between **the desire for innovation** and **the safety of proven formulas**, risking a dampening of creative spark

A new model in AAA development that values **sustainable, creative, and responsible** game creation, is needed



“ If you could make any game in the world,  
**what would you make?**”



**MAY CONTAIN CONTENT  
INAPPROPRIATE FOR CHILDREN**

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rating information



OUR AMBITIOUS JOURNEY OF CRAFTING OUR TEAM



The challenging yet thrilling adventure of building the team  
**behind this amazing work**

# OUR PHILOSOPHY AT LIGHTSPEED LA



**Diversity Drives  
Innovation**



**The Power of  
Small Teams**

BUILDING THE RIGHT ENVIRONMENT



Where creativity thrives, **great games are born**

# FOSTERING AN OPEN AND COLLABORATIVE ENVIRONMENT



**Valuing  
Every Voice**

**Innovation  
Through Failure**

**Collaborative  
Culture**

# NO TO CRUNCH CULTURE



THE ROAD AHEAD...



**Embarking on a journey of  
innovation, creativity, and heart**



# THANKS

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