

John Campbell-Mac Teams With AI Filmmaker Duncan Thomsen for New 10 Part Vertical Series

One Actor. Infinite Worlds. A First Look at What's Coming.



Los Angeles, California Aug 11, 2026 ([Issuewire.com](https://www.issuewire.com)) - JOHN CAMPBELL-MAC TEAMS WITH AI FILMMAKER DUNCAN THOMSEN FOR NEW 10 PART VERTICAL SERIES

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British-American actor and filmmaker John Campbell-Mac has signed on to star in a new 14-part vertical series produced by Artificial Studios, the Brighton-based creative studio led by AI filmmaker Duncan Thomsen.

The project will explore the rapidly evolving intersection between traditional performance and next-generation AI filmmaking, placing Campbell-Mac into characters, locations and cinematic worlds that would ordinarily require extensive sets, international locations, visual effects and considerable production resources.

And they've already started experimenting.

During a recent test shoot at Artificial Studios in Brighton, Campbell-Mac stepped in front of the camera for what appeared to be a relatively simple studio shoot.

Minutes later, he was flying a World War II Spitfire over England.

From there, things got considerably more ambitious.

Duncan says ‘JC and I have made a lot of films together and often with just a camera and microphone. AI lets us try new forms of motion entertainment’

Using Campbell-Mac’s live-action performance as the foundation, Thomsen and his team transformed the footage into a series of cinematic environments — offering an early glimpse of the creative possibilities the pair intend to explore throughout the upcoming series.

“For me, the exciting part isn’t AI replacing filmmaking — it’s expanding what’s possible,” says Campbell-Mac. “Duncan can take a performance we shoot today in Brighton and build an entire cinematic world around it. As an actor and filmmaker, that’s an extraordinary new playground.”

Artificial Studios is part of an emerging generation of filmmakers exploring how AI can work alongside actors, directors and traditional filmmaking techniques rather than simply replacing them.

For Campbell-Mac, who works on both sides of the camera, that distinction is particularly important.

“At the heart of it, you still need a character, a performance and a story people want to watch,” he says. “The technology just gives us a much bigger canvas to play with.”

The forthcoming 10 part vertical series will push the experiment considerably further, with Campbell-Mac appearing across multiple characters, genres, time periods and cinematic environments.

The recently released Brighton footage wasn’t an episode.

It wasn’t a trailer.

It was simply the test shoot.

And if the test is anything to go by, Artificial Studios and Campbell-Mac are only getting started.

ABOUT JOHN CAMPBELL-MAC

John Campbell-Mac is a British-American actor, writer, director and producer working between Los Angeles and the United Kingdom. His career spans acting, independent filmmaking and production, with an increasing interest in how emerging technology can give filmmakers new ways to create ambitious cinematic storytelling.

ABOUT ARTIFICIAL STUDIOS

Artificial Studios is a Brighton-based AI filmmaking and creative production studio led by filmmaker Duncan Thomsen. The studio combines live-action filmmaking, performance and emerging AI technology to create cinematic content across film, branded entertainment and digital media.

10 episodes. Multiple worlds. One actor.

Coming soon.



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