

# Australian startup launches platform to modernise film location scouting

Location managers finally have a personal database built for them



## LAUNCH EVENT

Set Space will be hosting a launch party at Balam Balam Place at 15 Phoenix Street, Brunswick VIC, on Thursday May 28 6–8:30pm.

All location managers, film industry practitioners and media are welcome.

## MEDIA ENQUIRIES

Email: [hey@set.space](mailto:hey@set.space)

Website: <https://set.space>

Sam Soh: 0482 013 020

James Meadowcroft: 0400 882 310

## ASSETS AND IMAGES

<https://set.space/media>

Designed to transform location scouting, Set Space is a new, dedicated online platform that elevates the role of location managers.

Until now, scouting has involved a patchwork of spreadsheets, images, maps and folders. Set Space replaces this with a single private database that facilitates the entire process.

Founders Sam Soh and James Meadowcroft came to the problem from different angles: Sam from years working in location management and at VicScreen; James from design and technology. They joined forces to create the platform they wished existed.

After interrogating each step of the scouting process and consulting industry professionals, they created a robust system with three nested layers – locations, collections and projects – that promises to make location management simpler.

Users can upload their locations to an interactive map, collaborate on presentations, and search their library using AI. They can add notes, manage contacts, and control exactly what gets shared and what stays private. Locations carry over from one project to the next, building into a dynamic library that grows with every production.

Set Space is designed, built, and hosted in Australia, with data privacy a core priority. The platform is built for individuals first, with film commission and studio versions to follow.

It is free to get started. Paid subscriptions are available for more storage.

Set Space has partnered with the Australian Location Managers Guild (ALMG), with members receiving 30% off their subscriptions.

Check out Set Space here: <https://set.space>

*“Set Space will be everything we’ve been waiting for as an integrated digital asset management tool. Visually appealing and easy to use, location information and data are embedded into your cataloguing. And yes it comes with a mapping feature with your locations pinned!”*

Jacob Livermore, Location Manager & Australian Location Managers Guild (ALMG) Secretary

*“Set Space brings together mapping, cataloguing and collaboration in a way our industry has wanted for years. The platform was born out of angst towards my own messy location library, as well as the innate feeling that with the right tools, the job of a location manager could be so much more simple, efficient and collaborative. Software doesn’t have to be hard or unpleasant to use. I believe that considered design can make our working life feel fresh, inspiring and effortless.”*

Sam Soh, Co-Founder



Image by Matt Shaw

#### ABOUT

*Sam Soh* works between documentary, locations and casting, with several years of experience in location management across both screen agency and production settings. She previously spent two years in VicScreen’s Location and Production Support team managing the Victorian locations database.

*James Meadowcroft* is a designer, programmer and educator whose practice focuses on creating websites and digital tools that are both visually considered and functionally robust — exploring how code and design thinking can work together to support contemporary visual communication.

## FAQs

### *Is Set Space independent?*

Yes, Set Space is fully independent. It is built and run by people who work in the film industry, for people in the film industry. Every feature is shaped by production experience and feedback from working professionals.

### *Why now?*

Location managers have been underserved by software for a long time. Most existing tools were built for large-scale productions and major studios but not for the individual professionals. We built Set Space because we felt that gap ourselves and we think the timing is right for a purpose-built and accessible solution.

### *Who is Set Space for?*

Set Space is built for anyone who works with locations in the screen industry.

At its core it is designed for location managers, coordinators and scouts who spend their careers building and maintaining location libraries.

The platform is equally useful for directors and producers who need to review and compare options, production designers thinking through the visual language of a project, and anyone else who needs to engage with locations as part of the creative or logistical process.

Whether you're a freelancer managing your own personal database of years of scouting work, or part of a larger department collaborating across a production, Set Space is built to flex around how professionals work.

### *What makes it different from Dropbox, Sharepoint or other DAM tools?*

Set Space is a bespoke personal database that has been deliberately crafted for location management. Unlike general purpose storage tools, every decision about the platform has been made with the screen industry in mind.

The key difference is that Set Space organises everything around a pin on a map – that is, the location itself. Users can attach tags, images, notes, contacts and files to each location. Locations can then be grouped into collections, and collections into projects. Because each location is a single source of truth, it can appear across as many collections and projects as needed. This kind of flexibility isn't possible with conventional filing tools Dropbox and Sharepoint.

### *How does Set Space use AI?*

Set Space uses AI as an additional tool to help users navigate their data in natural, intuitive ways. Advanced image recognition analyses photos and generates detailed visual metadata, powering a semantic search system that lets users find locations using descriptive language rather than relying on manual tags. All AI features are optional and can be turned off any time.

### *Can I use it to pitch locations to a director or client?*

Yes. Our Projects section is designed to handle scouting across multiple scenes or a whole script. Users can create sharable project links that can be sent to anyone, with the option to keep sensitive information (like geocoordinates and contacts) private.

Collaborators with a Set Space account can also be added directly to a project, where they can leave comments and contribute feedback. We'll always offer a free tier so collaborators can participate without needing a paid account.

### *Does it work on mobile?*

Yes. Set Space uses *progressive web application* technology, meaning the app is fully accessible on both desktop and mobile without needing to download anything. Users can take pictures on their phones and upload directly to Set Space via their mobile browser. Native iOS and Android apps are also planned for the near future.

### *What does the partnership with the Australian Location Managers Guild (ALMG) mean?*

ALMG members receive 30% off annual Set Space subscriptions. This partnership reflects our commitment to supporting the professional locations community and the organisations that represent them.

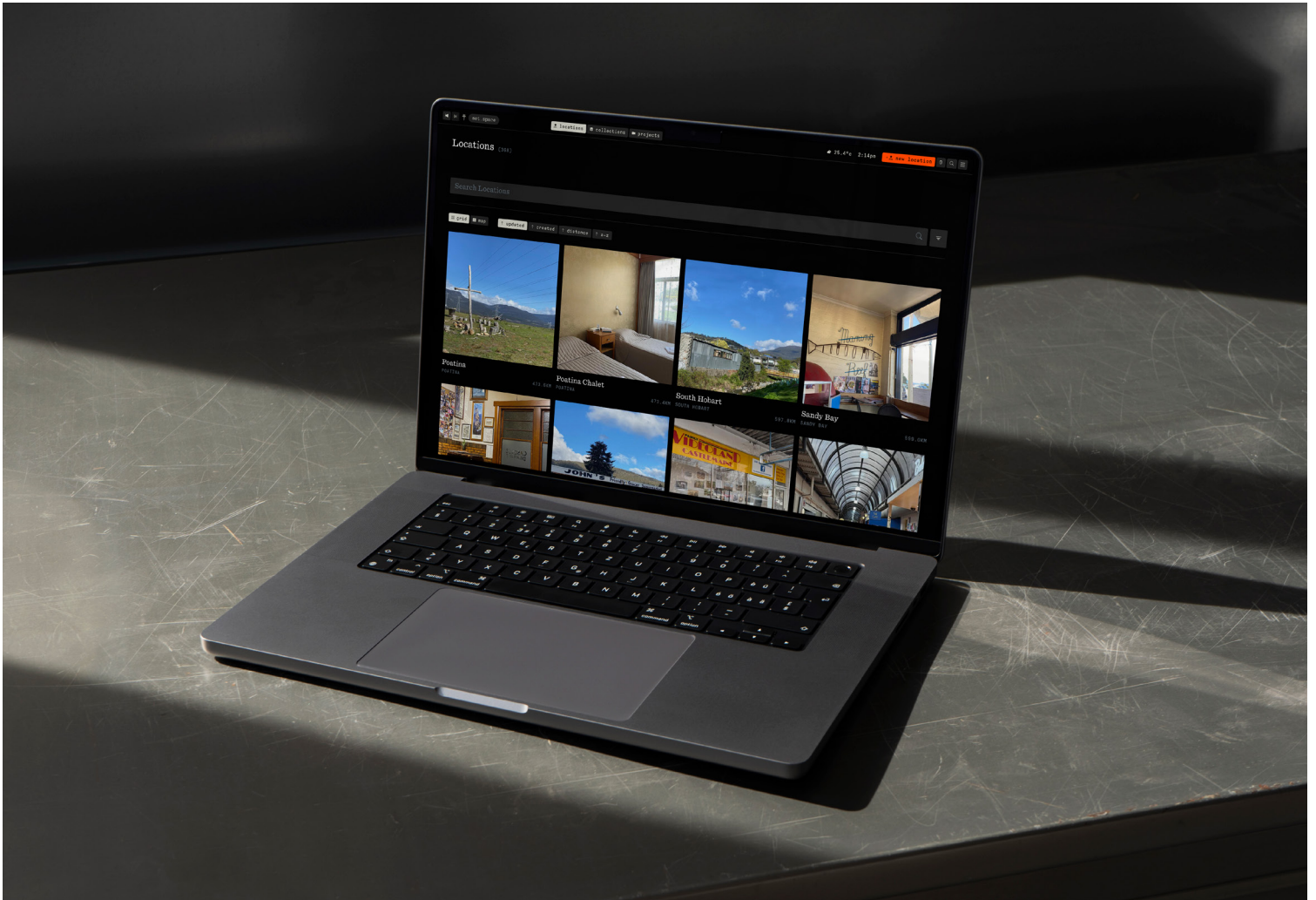
### *Where is Set Space available?*

Set Space is available worldwide.

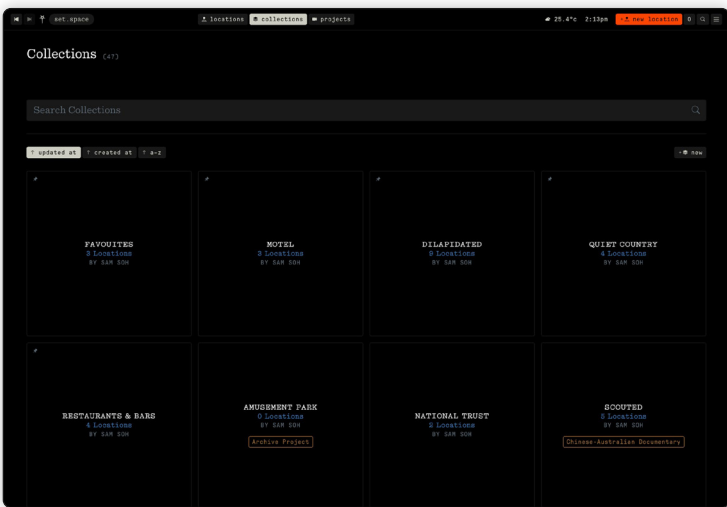
### *How do I get started?*

Visit [set.space](https://set.space) to create a free Starter account today.

Locations Library



Collections



Interactive Map

