



Hasbro's Women Innovators of Play Premieres new Spark Moment, Inspiring the Next Generation of Creative Talent Through Magic: The Gathering

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New Women Innovators of Play documentary short offers an inside look at the artists behind Magic: The Gathering, encouraging aspiring creators to imagine their own path into the industry.

What does it take to become an artist on *Magic: The Gathering*?

For many aspiring illustrators, the answer can feel mysterious. In the newest Spark Moment documentary short from Hasbro's Women Innovators of Play initiative, four accomplished Magic artists pull back the curtain on their creative journeys, sharing how they broke into the industry, what inspires their work, and the advice they wish someone had given them when they were starting out.

The documentary premiered on July 22 at Women Innovators of Play's first in-person event, hosted in partnership with Women in Toys, Licensing & Entertainment at Wizards of the Coast's Renton, Washington office. The evening brought together aspiring artists and industry professionals for a screening of the film followed by a panel discussion featuring creatives from [Magic: The Gathering's Secret Lair x Global Fund for Women: Their Magic is Limitless release](#), a philanthropic collection that celebrates the many experiences of women while supporting the Global Fund for Women.

Featuring **Natalie Andrewson**, **Alayna Danner**, **Evyn Fong** and **Nana Qi** ("Puffygator"), the short film offers a behind-the-scenes look at some of the people responsible for bringing Magic's legendary creatures, unforgettable characters and fantastical worlds to life. Along the way, viewers also hear from members of Magic's art direction team about the collaborative process behind one of the world's most legendary trading card games.

Women Innovators of Play is a Hasbro initiative dedicated to inspiring more women and girls to pursue creative careers in toys, games and entertainment. Since its launch in 2023, the program has connected thousands of aspiring creators through digital content, thought leadership, mentorship, and its annual Design Challenge (more on that below).

For aspiring Magic artists, Hasbro's Wizards of the Coast also welcomes freelance art portfolio submissions throughout the year and regularly hosts portfolio reviews with members of the Magic art team at MagicCon events, giving artists valuable opportunities to receive professional feedback and learn more about illustrating for the game.

Fall 2026 Design Challenge: Your Spark Moment Starts Here

If you're inspired to build a career in play, Women Innovators of Play offers another opportunity to take that next step.

The **2026 Women Innovators of Play Design Challenge** opens **October 15**, inviting aspiring inventors, designers and creators to submit original toy and game concepts for the opportunity to win a cash prize, a trip to Hasbro HQ, and mentorship from Hasbro leaders.

Whether your passion is illustration, toy invention, game design or storytelling through play, every creative journey starts somewhere.

This could be your spark moment.

Learn more about Women Innovators of Play: <https://spark.hasbro.com/womeninnovators>

To receive updates ahead of this year's Design Challenge, join Hasbro Women Innovators on LinkedIn: <https://www.linkedin.com/groups/14607918/>