

Staging events lies at the heart of our work – whether it is an individual event or a comprehensive campaign, whether for internal or external communication. Our strengths are unusual ideas and a love for details.

Services

Our range of services is provided in clear strategic steps, placing both the complete process and each individual component at the customer's disposal.

Analysis & Consulting

In cooperation with the customer, we identify the factual and emotional communication contents, name the values to be conveyed and define the target group. On the basis of these results we focus on objectives and recommend various strategies.

Concept

We set up specific interdisciplinary teams that develop concepts. Our treatments are geared towards the target group and bring to life values and contents of brands in emotional adventure worlds. Their emphasis is on interaction and dialogue.

Artist relation

Our experience and stringent screening procedures have generated a pool of excellent authors, directors, screen and costume designers, composers, light experts and a large number of other specialists. The participants we choose for each project have the right artistic and social expertise.

Realisation

A concept is only as good as its realisation. Optimal handling and management are of utmost importance. They comprise both the operative management of the complete event and the management of the individual segments. We control a system that is characterised by professionalism and perfection.

Documentation

Our measures are documented carefully. We use videotapes or cameras. Feedback screening on location and follow-up campaigns ensure the success of our work.

Products

Ways to convey communication contents are as diverse as locations and target groups. We meet these various requirements with a complex range of products.

Show productions

We put on fascinating shows that create a lasting impression – both on stage or in different environments. The range comprises complete theatre productions, musical and artistic galas, interactive game shows and staged corporate identities.

Product presentation

Every product has a destiny. We produce brand worlds according to concepts that do not seek superficial effects but that convince on a longterm basis. It is our goal to effectively convey the essence of each individual product and to create an experience for all senses.

Public events

Public space becomes a stage. Our presentations come alive because we create a direct and surprising contact between product and target group. The spectator is no longer anonymous; the experience itself generates communication and interaction.

Trade show events

We avoid the run-of-the-mill and overly loud in order to present the brand as a real experience. Our product and service presentations are entertaining, surprising and sometimes playful, conveying information in a concise way.

Promotions

Our promotional concepts combine an emotional appeal and sales-oriented measures. Here face-to-face communication is the key to success. That is why we spend so much time choosing and preparing our promotional teams.

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