

WHAT ABOUT

SCENOGRAPHY + ARCHITECTURE

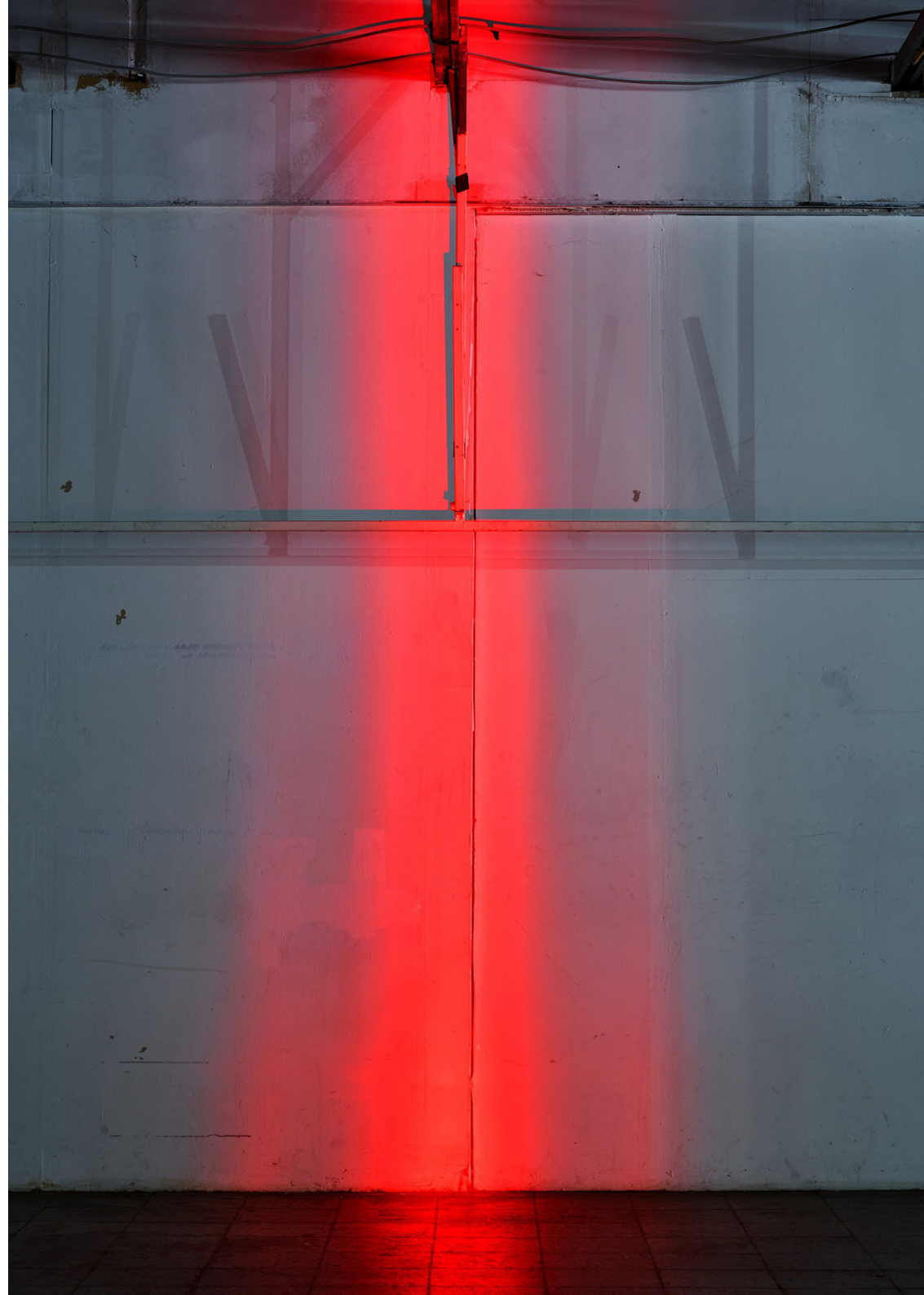
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PROFILE

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Pop-Up Shop Light Installation | Stage Design
Client: Reference Studios for Browns
Location: Supermarket / Holzmarktstraße, Berlin



PROFILE

WHAT ABOUT is a creative agency, staging temporary and permanent space experiences in the fields of technology, art and culture.

While combining scenography and architecture we develop projects that push the border between the physical and the digital, that challenge the perception of space, that create contemporary installations and unique, hand-tailored atmospheres.

WHAT ABOUT pursues a strong artistic approach, integrating digital trends and newest technology developments into the work.

We work for various clients across a range of different branches, including corporate events, museums, galleries, exhibitions, festivals, fairs, showrooms, pop-ups, shops.

Radiant Dichroic Ribbon Installation | Set Design
Client: TOA - Europe's Leading Technology Festival 2019
Location: Haus Of Tech - Funkhaus, Berlin



MISSION

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Future Affairs 19
Europe's largest digital society conference | Stage and Set Design
Client: Re:publica
Location: Federal Foreign Office, Berlin





IMMERSION EXPERIENCE SCENOGRAPHY

Contemporary marketing is based on relationships and emotions, exploring new ways to communicate brand content and values.

We create captivating experiences that enhance and amplify corporate identities by combining spatial design, temporary architecture and large-scale video projections in immersive shows.

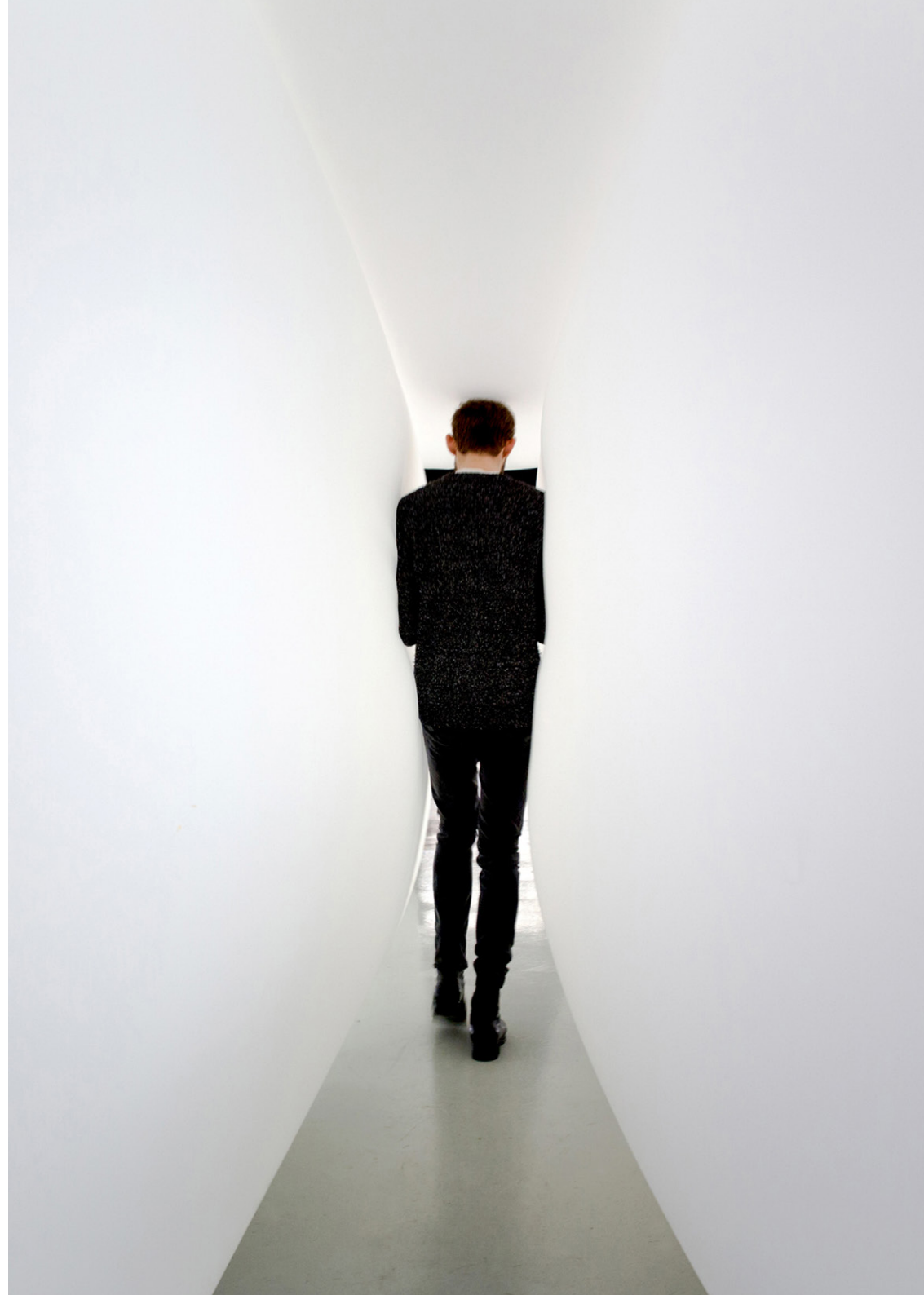
Our scenography and architecture spacing to brand expression, pushing entertainment to a higher level and involving the audience with playful and striking interactivity.

Ikona Gallery - Flotte/Fleet - Over Tourism (Temporary Frame) | Set Design
Client: Ikona Gallery
Location: Ikona Gallery, Venice

STRATEGY

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Paris Fashion Week AW 19
Guidi Showroom Paris | Spatial Design - Inflatable Installation
Client: Guidi
Location: La Cartonnerie, Paris



CONTENT NARRATION TRANSFORMATION

How can we change - or even transform - spaces using digital media?

The surfaces of spaces disappear, reappear in changed forms, floating somewhere between the two-dimensional and the three-dimensional. Moving images liquefy the rigidity of structured framing.

Confronted with a large-scale fleeting scenography concept, the public interacts with the moving images, the site-specific spacial structures and the unique sound design.

GE Oil & Gas - 20th Anniversary | Set Design
Client: General Electric & Nuovo Pignone
Location: Leopolda Station, Florence



ABOUT US

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WeShare - Umi Urban Mobility International | Headquarter Interior Design
Client: WeShare - Volkswagen Group
Location: Headquarter, Berlin



WHAT ABOUT TEAM

WHAT ABOUT is a multi-disciplinary team made up of designers, architects, sound designers, programmers, augmented reality specialists and marketing experts.

According to the scale of your project, your needs, marketing goals and visions, we bring together interdisciplinary know-how from various disciplines and create your tailor made brand immersive experience.

ArtForArtsSake - Fashion Show | Exhibition Design
Client: Guidi
Location: Gallery Weekend Berlin



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PAUL-LINCKE-UFER 44A

10999 BERLIN

WWW.WHATABOUTAGENCY.COM

Claudia Raupach

communication@whataboutagency.com