

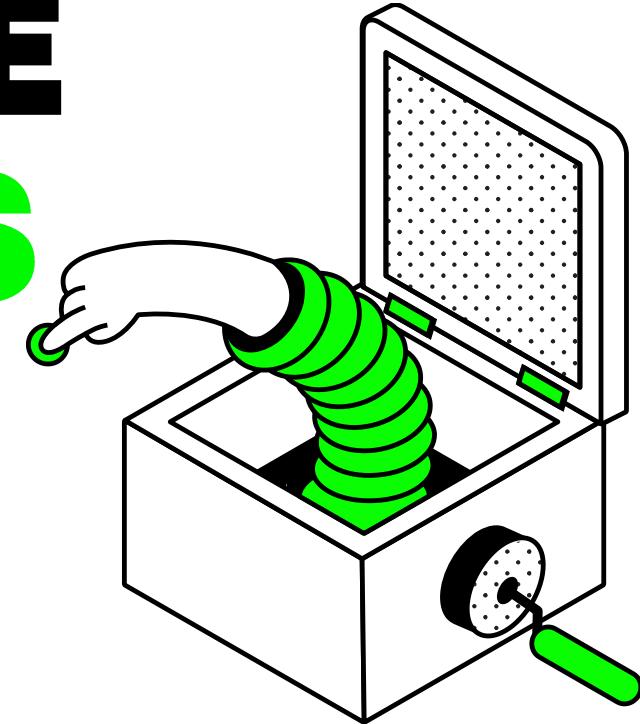


THE **HANGING** HOUSE

AN EXPERIENTIAL AGENCY

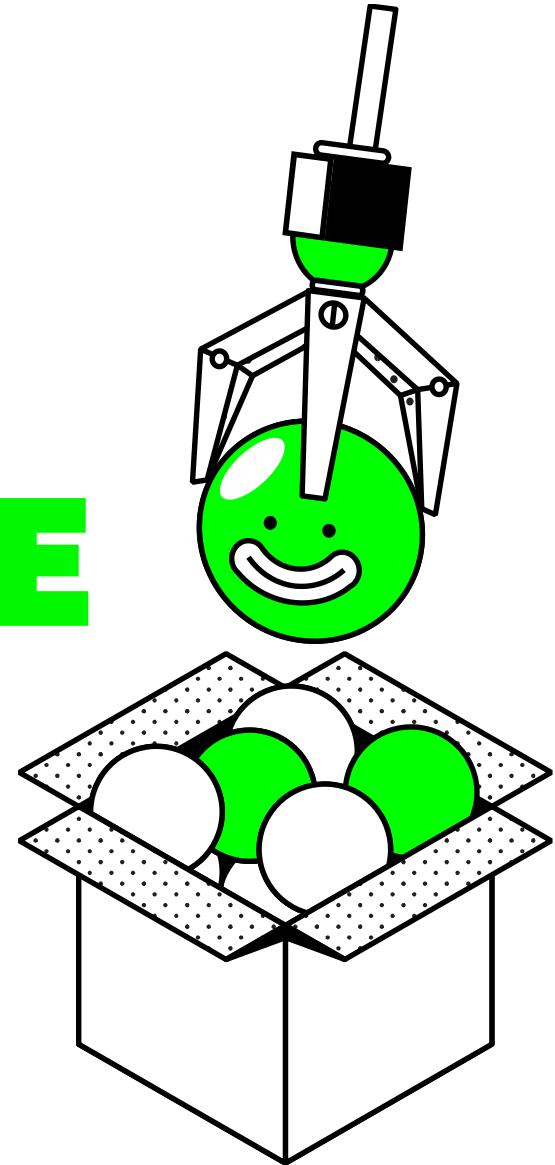
THE EXPERIENCE STARTS WITH US

WE TELL
STORIES THROUGH EXPERIENCES.
CRAFTING BEYOND THE NORMAL,
NEVER SETTLING FOR THE USUAL.



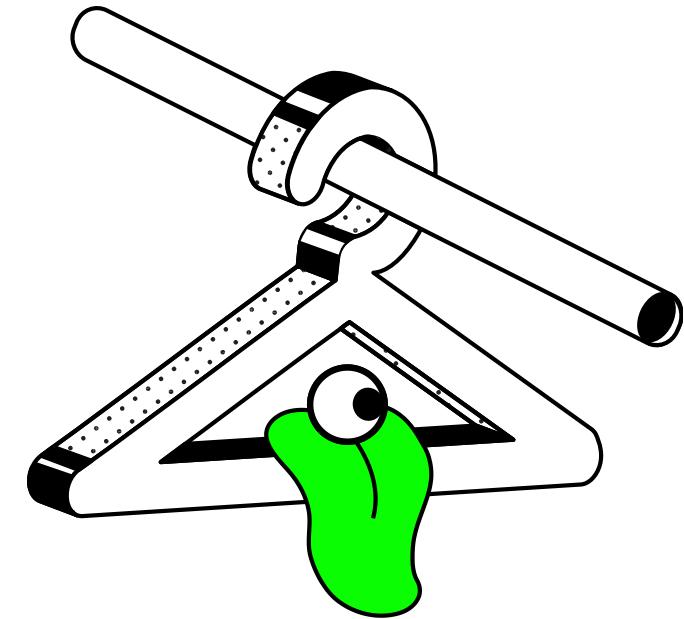
WE ARE A **CREATIVE HOUSE**

FOR ARTISTS AND ENGINEERS,
SOLUTION ARCHITECTS AND
NARRATIVE STRATEGISTS.



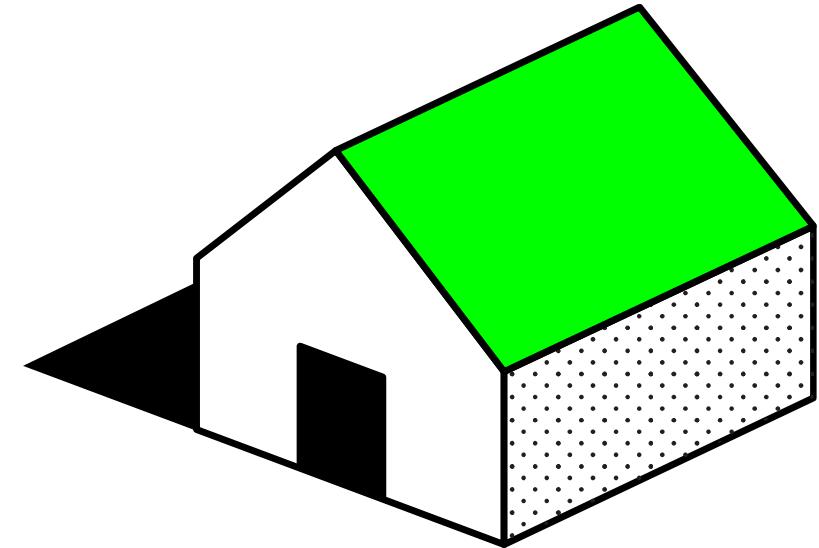
UP HERE

WE CREATE, WE COLLABORATE.
TEAMMATES FROM THE REGION AND BEYOND
BRING THEIR INDIVIDUALITY
TO IGNITE YOUR BRAND STORY.



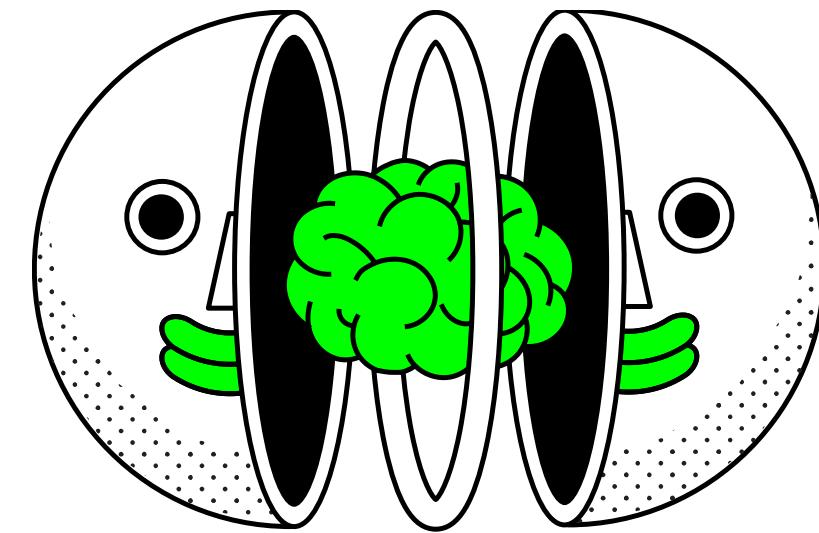
COME ON IN

WE WELCOME
BRANDS WHO LIVE TO STAND OUT.
JUST BRING A BRAND STORY WORTH TELLING,
AND WE MAKE IT WORTH EXPERIENCING.



WE DELIVER THE UNEXPECTED

BRAND EXPERIENCES.
EVENTS.
ACTIVATIONS.
EXHIBITIONS.
VIRTUAL SOLUTIONS.



WITH US IS WHERE YOUR BRAND **BELONGS.**

99% SATISFACTION.

98% REFERRAL.

94% RETENTION.

100% ALL IN. ALL THE TIME.

* INTERNAL DATA FROM 2018 - 2023

THAT'S WHY WE KEEP WINNING

AWARDS AND NOMINATIONS

BRAND ACTIVATION
CAMPAIGN OF THE YEAR
– **WOW AWARDS**

PEOPLE AND CULTURE
OF THE YEAR
– **SME**

OUTSTANDING BRAND
ACTIVATION EVENT
– **MIDDLE EAST EVENT AWARD**

BEST STAND DESIGN AND
BUILD
– **MIDDLE EAST EVENT
AWARDS**

BEST SUSTAINABILITY
INITIATIVE
– **MIDDLE EAST EVENT
AWARDS**

TRUSTED BY WINNERS





BACKED BY A WINNING TEAM

CREATIVE SOULS, OPERATIONS EXPERTS, R&D WIZARDS, STRATEGIC PLANNERS, AND DESIGN GURUS.

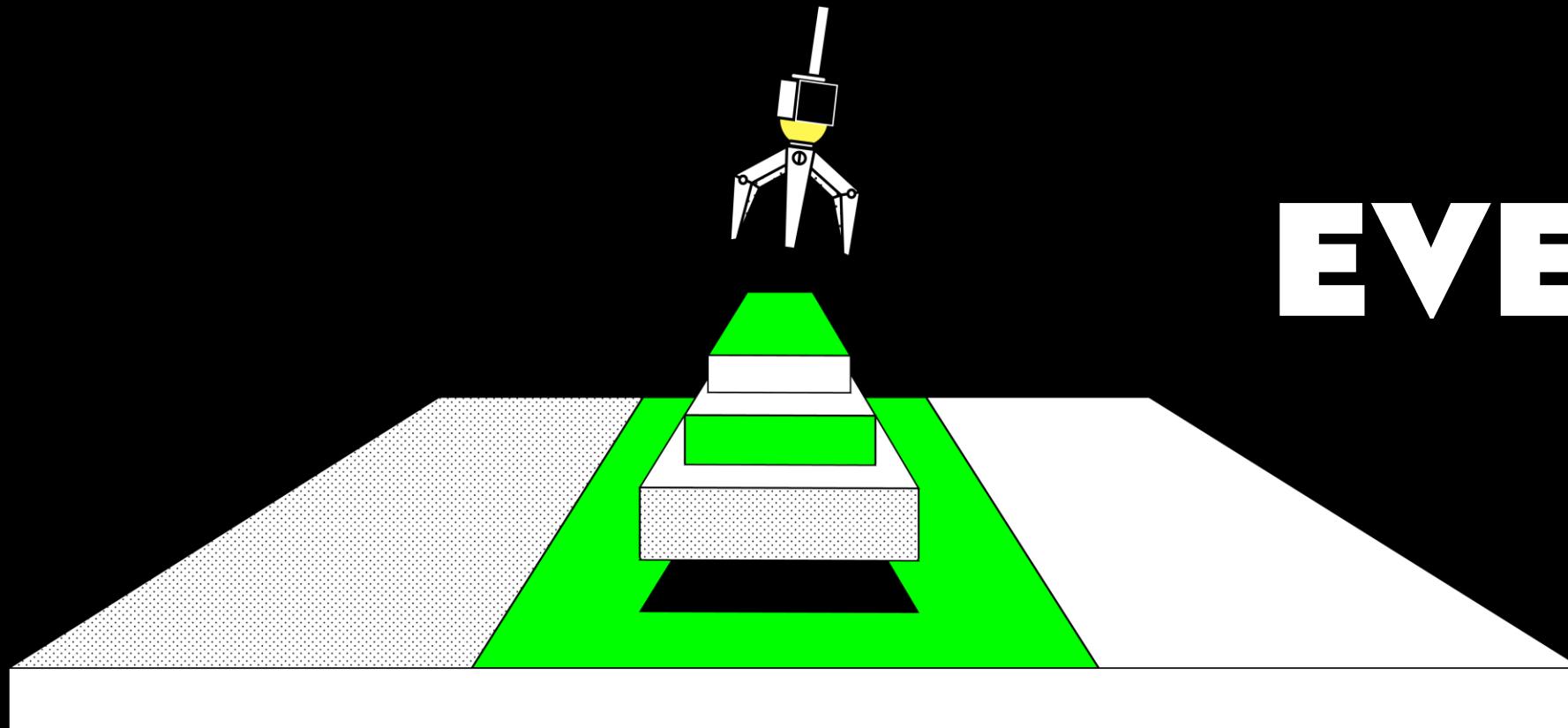
AND OUR CHIEF AI OFFICER

Meet Fire, MENA's first AI Panelist. He made his debut in Athar Festival in Saudi Arabia.

Fire can:

- Break the ice in client meetings
- Throw in ideas during brainstorming sessions
- Analyze overwhelming numbers in minutes
- Do all our mundane tasks using Natural Language Processing





EVENTS

WATCH NOW

BLUE LINE LAUNCH

RTA

TECH + EXPERTISE: // DRONE SHOW / IMMERSIVE TIMELINE / INTERACTIVE LAUNCH SYSTEM / PROJECTION MAPPING //

سعة المحطة
160 ألف راكب يومياً

عدد الركاب المتوقع في عام 2040
70 ألف راكب يومياً

المحطة الأيقونية

موقع المحطة
مرسى خور دبي

حجم المحطة
8,800 متر مربع

مستشاري المعماري
ة الأيقونية

A LINE THROUGH TIME

THH orchestrated a captivating launch for Dubai's blue line, fusing subtle tunes and a ballet of light that turned the city's vision into an immersive stroll under the stars for HH and onlookers.

Drones danced to depict HH's face in the sky, while the Creek station and a light bridge previewed the metro's path, all choreographed to a crescendo of music.

As the musical peak heralded "The Blue Line" in glowing letters, a simulated metro cabin glided across the canal, culminating in a dramatic fireworks display in the metro's blue and white. This event wasn't just a grand opening; it was a narrative of Dubai's march towards a connected and dynamic future.

2500

40

DRONES
FLOWN

4

VIP's
ENGAGED

4

IMMERSIVE
ZONES

WEEKS
EXECUTION



الصحراء كنز، وببداية

النطاق لتحقق أمالنا

WATCH NOW

RTA PROJECT ARAYAF & BARARI

ROADS AND TRANSPORT AUTHORITY

SERVICES : </> CONCEPTUALIZATION / DESIGN / EXECUTION / TECHNOLOGY/>

EXPANDING HORIZONS

The growth of Dubai throughout the decades paints a clear picture of a holistic standard of progress. And as the city evolves to become one of the best metropolises in the world, Dubai's roads and transport authority (RTA) opened yet another frontier of progress.

Replicating the region's organic and rapid growth, we designed an entire experience that unveiled the newly created nature reserve south of the city. Following the concept of bio-morphism, we highlighted the organic nature of Dubai's development and its harmonious relationship with the region's natural beauty.

This launch event was attended by Sheikh Mohammed bin Rashid, Vice President and Ruler of Dubai, along with high dignitaries and VIPs.

20

VVIP
ENGAGED

24H

TURNAROUND
FOR SOLUTIONS

20+

SOCIAL POSTS FROM
THE ROYAL FAMILY



WATCH NOW

WATCH GT4 LAUNCH

HUAWEI

SERVICES: CONCEPTUALIZATION | DESIGN | EXECUTION | TECHNOLOGY PROVIDER | IN-HOUSE PROGRAMMING

FASHION FORWARD

HUAWEI introduced its latest wearable collection, marrying style with cutting-edge tech, and celebrating a decade of innovative design.

With "Fashion Forward" as its mantra, the launch spotlighted HUAWEI'S devices' advanced features, especially in health and lifestyle.

Set in the lavish Armani Hotel, attendees were captivated by a unique floating watch display, emphasizing HUAWEI's underwater capabilities. This luxurious setting, fused with our dedication to excellence, ensured the event was both memorable and inspiring.

650+

NUMBER OF ATTENDEES

4

PRODUCT LAUNCH

1

MONTH PLANNING

1

DAY RUNTIME



A black and white photograph showing a convoy of five Geely AGMC Monjaro SUVs driving on a winding road. The road is bordered by large, rugged rock walls. The SUVs are positioned in a staggered formation, with the lead vehicle's license plate clearly visible as 84115. The background shows a vast, arid landscape with rolling hills under a clear sky.

LAUNCH EVENT

MONJARO MEDIA LAUNCH EVENT

GEELY AGMC

TECH + EXPERTISE: <// ROTATING PLATFORM PRODUCT REVEAL / LED SCREENS / COORDINATED LIGHTING SYSTEM / SOUND SYSTEM //>

STAND TALL

As Geely accelerates its mark across the UAE, it's not just about cars—it's about envisioning the future of vehicular innovation. To commemorate the grand unveiling of the Geely Monjaro, a vehicle symbolizing the harmony of time, space, and cutting-edge technology, we crafted an unparalleled journey.

Drawing from the Monjaro's motto, "Stand Tall," guests embarked on a picturesque drive from the Geely showroom up to 1484 by Puro, the UAE's loftiest restaurant nestled atop the breathtaking Jabal Jais mountains.

Amidst the soaring peaks, attendees reveled in the Monjaro's launch, treated to lively performances, captivating outdoor exhibits, and an atmosphere as unforgettable as the car itself.

1

SPECTACULAR
REVEAL

1

DAY
EVENT

25

VEHICLE
CONVOY

100

GUESTS



NISSAN AFTERSALES CONFERENCE

Nissan stands for
The Excitement in Pushing
Boundaries.

With the branded house approach,
we are anchoring the brand in the
region's cultural zeitgeist.



NISSAN
AFTERSALES
CONFERENCE
2023

[WATCH NOW](#)

AFTERSALES CONFERENCE

NISSAN MIDDLE EAST FZE

TECH: <// INTERACTIVE TECHNOLOGIES / RSVP SYSTEM //>

TODAY. TOGETHER. TO THE FUTURE.

Attention to detail is always key to success – wherever one might be. And for their Aftersales Conference, Nissan wanted to create a comprehensive experience with perfection down to the smallest detail.

So, we took care of everything from the presentation content to the conference flow, and we even designed the space to make it visually appealing. But the real icing on the cake was the seamless journey that comes from the sum of all elements – activations, presentations, stage direction, and space design. It was a complete experience that got everyone involved and excited.

14

PRESENTATIONS
PERFECTED

3

ACTIVATIONS
CREATED

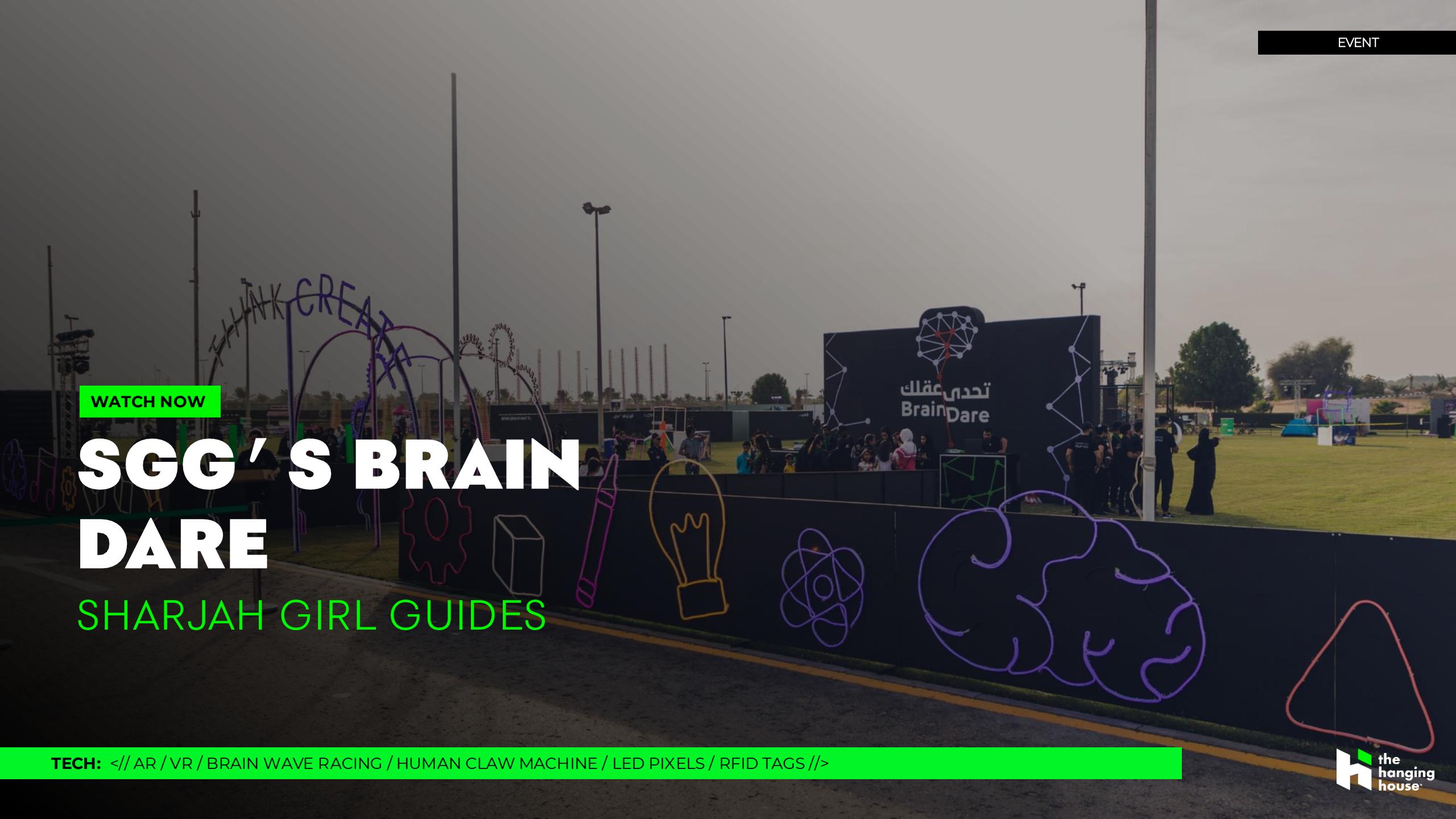
70

ATTENDEES FROM
AROUND THE REGION

2

DAYS
RUNTIME





WATCH NOW

SGG'S BRAIN DARE

SHARJAH GIRL GUIDES

TECH: <//AR / VR / BRAIN WAVE RACING / HUMAN CLAW MACHINE / LED PIXELS / RFID TAGS //>

INTELLIGENT ON ALL LEVELS

Through our Brain Dare concept, we explored eight (8) multiple human intelligences as defined by Howard Gardner, and celebrated each one with custom-made activations. At the end of the event, the participants received a report card detailing career prospects based on their strengths.

For the first time since SGG launched this yearly event, we helped them utilize a monitoring system to guide the improvements of their services – all while guiding the youth to a brighter future. Indeed, this campaign is intelligent on all levels.

8

INTELLIGENCES
CHALLENGED

1K

GUESTS
ENGAGED

2

DAY
RUNTIME

600+

REPORT CARDS
GENERATED



WATCH NOW

ANNUAL CREATORS AWARD

TIKTOK

SERVICES : <// CONCEPTUALIZATION / DESIGN / EXECUTION //>

TIKTOK' S CREATIVE HORIZONS

TikTok transforms the ordinary into the extraordinary, offering creators a worldwide platform to express their unique talents. To salute their creativity and influence, we've designed an immersive celebration that elevates their artistic journey.

This experience is a tribute to the spirit of innovation and the significant impact creators have on the global stage, spotlighting their individuality in the most dynamic way possible.

200+

ATTENDEES
ENGAGED

5+

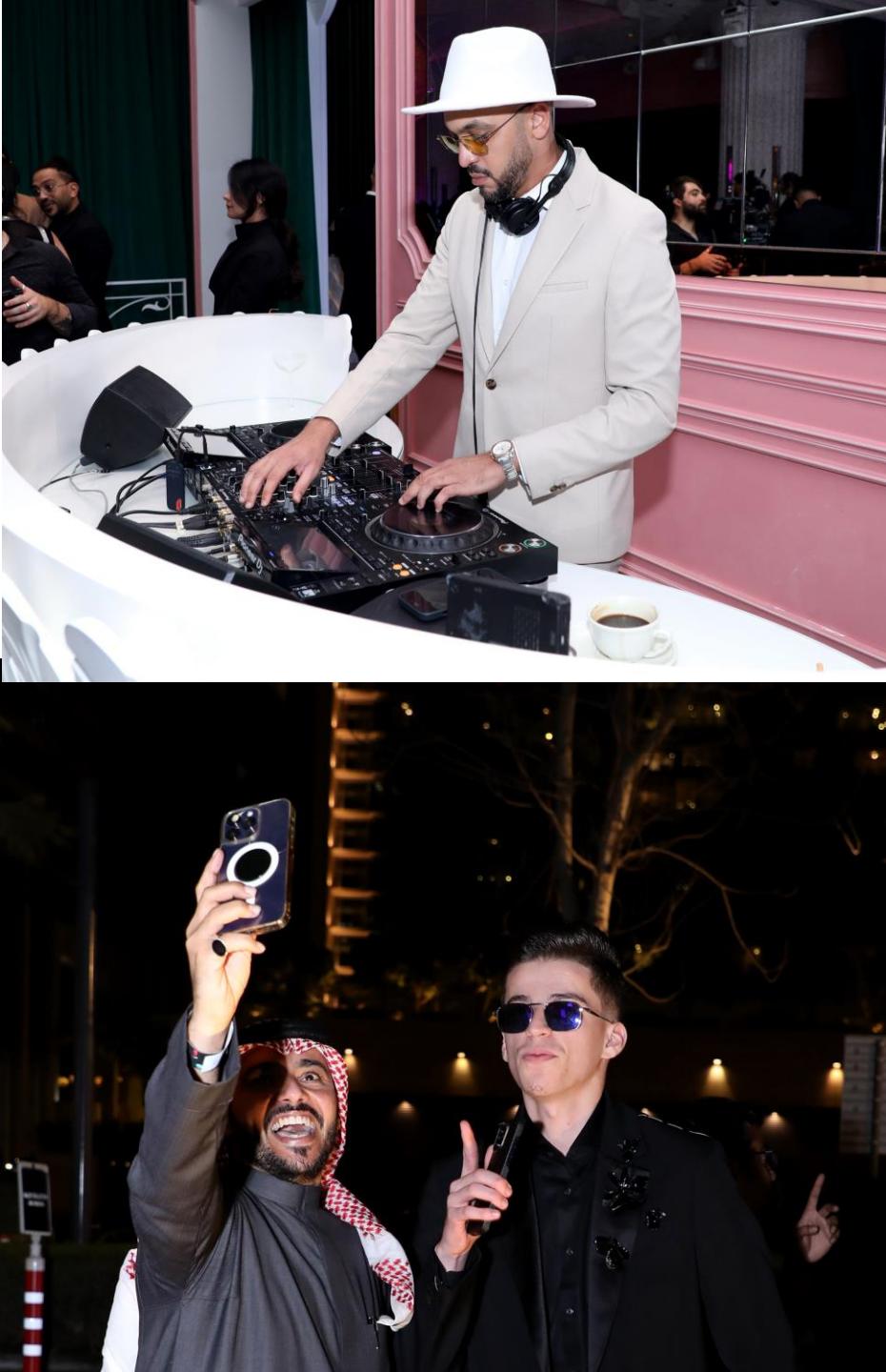
ENTERTAINING
ACTS

8

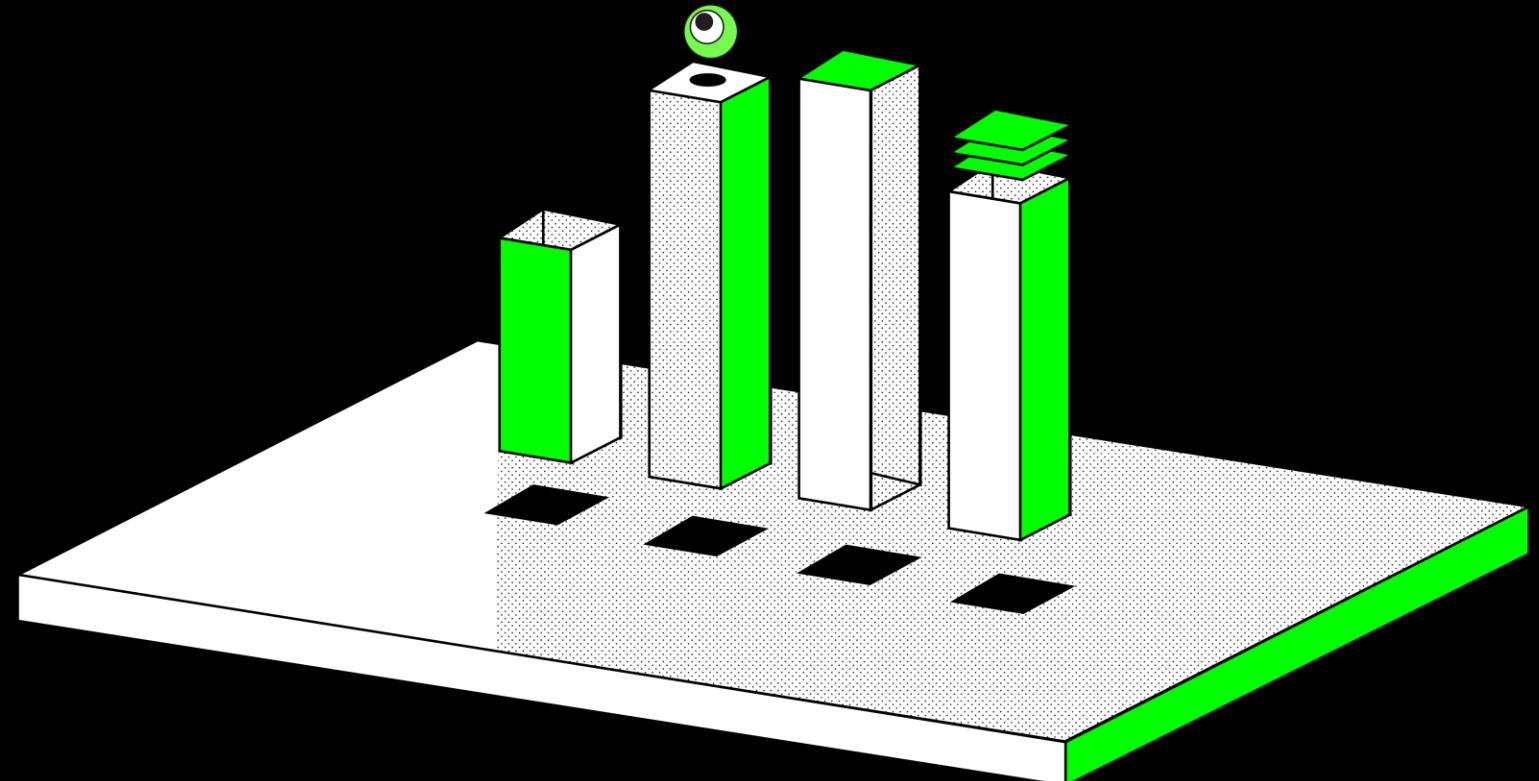
DAYS
PLANNING

1

DAY EVENT
RUNTIME



BRAND ACTIVATIONS



WATCH NOW

AWARENESS CAMPAIGN

YAHSAT

TECH + EXPERTISE: <// EMBEDDED SYSTEMS / PRESSURE SENSORS / EMAILER / VIRTUAL REALITY / CUSTOM PHOTO BOOTH / WEB APPLICATION //>

MAKING INTERSTELLAR INTERESTING

A lot of wonders await behind the mysterious veil of outer space. And to give a sneak peak into the great unknown, we designed a larger-than-life, interactive, and remote-controlled board game.

The board game is inspired by key details about space travel. And to bring Yahsat's services closer to the folks on-ground, we developed two mall activations designed to engage and spark curiosity among mall-goers.

The space-themed stand features interactive larger-than-life games modelled from the actual process of launching a satellite. And, adding to the experience, we installed unique and creative photo opportunities with stellar designs.

6

SPACE-THEMED ACTIVATIONS

2K+

SPACE ENTHUSIASTS ATTENDED

2

LAUNCH LOCATIONS

8

DAYS RUNTIME



THE E-PACE

JAGUAR

JAGUAR
NEW
E-PACE

TECH + EXPERTISE <// INVISIBLE SCREENS / GAMING WITH KINECT / WEB APPLICATION / EMAILER//>

DRIVE LIKE EVERYONE'S WATCHING

Guests at our Jaguar pop-up outside Citywalk experienced the thrill of a sports car in a virtual setting. Through an agile and dynamic interactive experience, players raced a virtual Jaguar E-Pace by jumping around in front of 'blank' screens, wearing special glasses that put them in the driver's seat.

To drive traction to our Jaguar pop-up, we created an engaging motion game that drew thousands of curious passersby. Players immersed themselves in the fast-paced fun, jumping left and right to navigate the virtual streets of Citywalk.

Our innovative activation not only entertained guests but also attracted a crowd, making it a memorable highlight of the event. With playful interaction and cutting-edge technology, we transformed the challenge of blending a sports car experience with a virtual platform into an enjoyable reality.

1

KINETIC
MOTION GAME

1000+

ENGAGED
VISITORS

3

MAGIC
SCREENS



WONDER WOMAN

HÄAGEN DAZS

TECH: <// MOTION GAME / IoT / EMBEDDED SYSTEM//>

HÄAAGEN DAZS-LING WONDERS

Häagen Dazs rolled out their new product packaging to match the luxurious and decadent flavors that come with their ice creams. And since the brand is all about wonderful textures and flavors, it was only fitting to introduce their new product outfit along the premiere of Wonder Woman.

We saw an opportunity, we grabbed it – and it did us wonders!

We brought the movie's all-gold aesthetics into our luxurious stand to attract fans in the mall. Paired with technologically advanced games and activities, the stand visitors walked away feeling absolutely wonderful.

6

DAYS – DESIGN
TO EXECUTION

10

DAYS
RUNTIME

2

SIDE
ACTIVITIES

20K+

WONDERFUL
GIVEAWAYS



DUBAI COMIC CON

ATHLETE'S CO

TECH: <// KINECT SENSORS / MOTION GAME / CUSTOM GAME DEVELOPMENT //>

Platin  the
hanging house

KICKSTARTING AN AMPED UP ACTIVATION

Athlete's Co boasts the finest kicks year-round. However, special occasions demand more. During Comic-Con season, we curated an electrifying activation within the store.

We crafted a dynamic motion game tailored for sneaker enthusiasts. Over the 3-day event, our engaging setup drew a crowd and led to a remarkable boost in sales.

The innovative experience we offered was a hit, leaving attendees thrilled and giving the sales a massive boost.

300+

100+

3

SNEAKER HEADS
ATTENDED

UNIQUE
PLAYERS

DAYS
RUNTIME

1st

COMIC CON
CUSTOM AVATAR GAME



Swatch+

SWATCH

EXPO 2020

TECH: <// EMBEDDED SYSTEMS / INTERACTIVE TABLE / OBJECT RECOGNITION SOFTWARE //>

TIME FOR SUSTAINABILITY

Swatch is one with the world in forwarding sustainability across its products and operations. And as the world gathered in EXPO 2020 to witness wonders from across the globe, we saw this as a prime opportunity to tell the brand's story of sustainability.

The stand's bio-design takes inspiration from elements found in nature, so that the structure in itself adds to the brand's narrative. At the end of the experience, visitors learned about the brand's key locations as well as its sustainable sourcing processes.

2

TECH ACTIVATIONS

100K+

VISITORS ENGAGED

1

MONTH – DESIGN TO EXECUTION

6

MONTHS RUNTIME



WATCH NOW

WADI ESCAPE ROOM

EMIRATES NATURE | WWF

TECH: <// EMBEDDED SYSTEMS / LIGHT & WEIGHT SENSORS / HACKED MAGNETIC ELECTRICAL LOCKS / NETWORKING / AUTOMATED SYSTEMS / INTERNAL CLIMATE CONTROL /
REACTIVE LIGHT AND SOUND SYSTEMS/>

RAISING ADVOCACY WITH WADI

Working along the lines of the key message “Biodiversity is essential to the survival of Humankind”, we created “The Wadi Adventure”. An escape room that focuses on survival skills with biodiversity linking to humankind’s reliance.

The Wadi is a physical adventure game that challenges the participants as they work their way through a series of problems, unravelling information as they go along. And the experiences curated all circle back to real-life situations, making the learning process relevant and relatable even beyond the escape room. At the end of the experience, participants signed up for the cause, setting their newfound advocacy in motion.

3

EXPERIENTIAL CHANNELS

4

KEY ENVIRONMENTAL MESSAGES

500+

ADVOCACY SIGN-UPS

4

SITES ACTIVATED



THE HANGING HOUSE | COMPANY PROFILE | BRAND ACTIVATIONS



A large-scale Puma activation structure is set against a dark, cloudy sky. The structure is a complex metal lattice frame forming a rectangular canopy. On the top left is the Puma logo, and on the top right is a vertical column with the Chinese character '東' (East). Below the canopy, a large white banner spans the width of the structure with the slogan 'RUN THE STREETS' in bold black letters. Several people are standing on the platform under the canopy, some looking at their phones. In the foreground, a man wearing a grey baseball cap and a woman in a black dress are walking towards the entrance of the structure. A bright green horizontal bar runs across the bottom of the image.

WATCH NOW

PUMA @ SOLE DXB

PUMA

TECH: <// PRESSURE SENSORS / VENDING MACHINE //>

PUMPED UP KICKS-PERIENCES

Introducing PUMA to the lively audience at Sole DXB, we aimed to bring maximum participation through gifts and photo opportunities.

A classic photo booth was placed to capture moments, and an eye-catching goodies dispenser tempted visitors to engage with the installation.

The sneaker-heads present during the event experienced another level of enjoyment at they interacted with our out-of-the-box pumped-up tech activations.

2K+

GIVEAWAYS
DISPENSED

2

ACTIVATIONS
INCORPORATED

3

DAYS
RUNTIME



WATCH NOW

NATIONAL DAY METAVERSE

KHALIFA UNIVERSITY

TECH: </// METAVERSE WEB 3.0 //>

A DAY FOR THE NATION, FROM ALL OVER THE NATION

Khalifa University holds an annual celebration for the National Day. However, the scope of the event can only reach so far – until now. Through our digital capabilities, we recreated the entire experience in a digital space accessible from anywhere in the country – or even the world, at that.

The platform provided a two-way communication mechanism that allow users to speak, chat, and interact with one another. Stage performances were also incorporated to give the virtual event the same energy as a physical one.

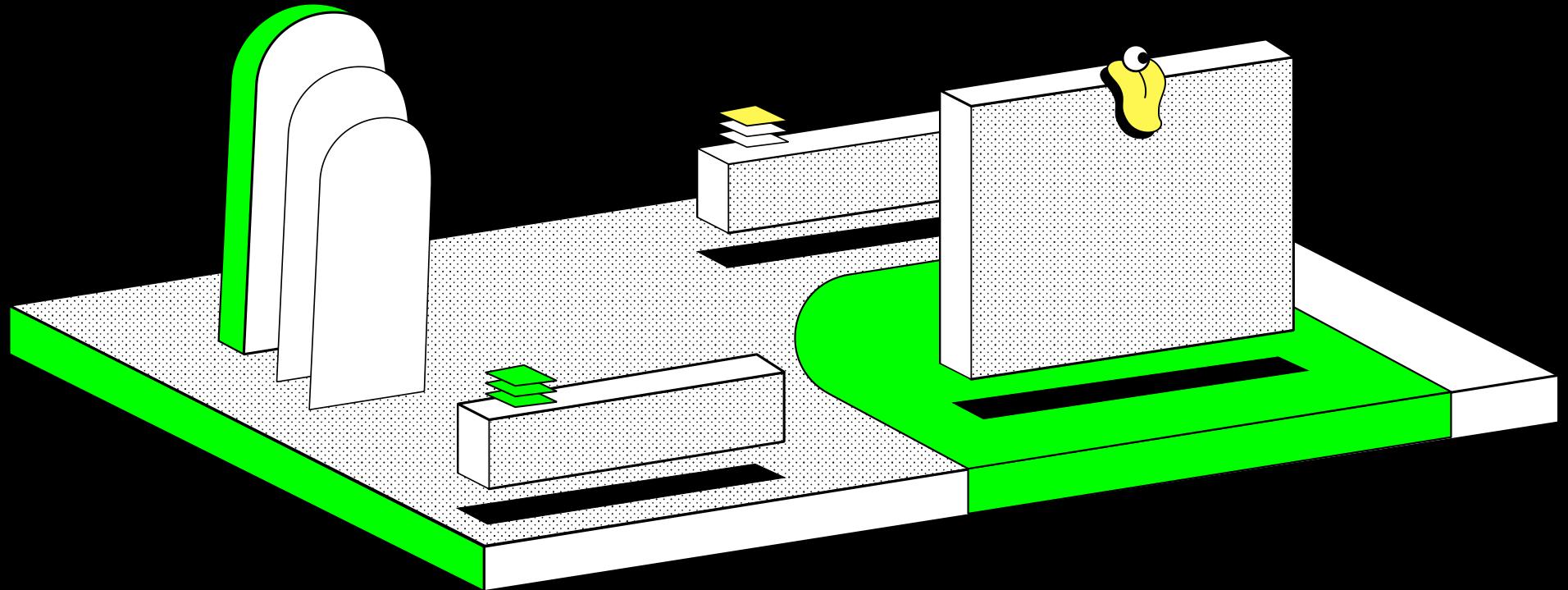
1st
METAVERSE
EVENT IN GCC

4
CONCURRENT
SESSIONS

700
VIRTUAL
VISITORS



EXHIBITION STANDS



WATCH NOW

ARAB HEALTH 2023

AMERICAN HOSPITAL

TECH: // HOLOGRAM / ROBOTICS / KINETIC TECHNOLOGY / SOFTWARE DEVELOPMENT / INTERACTIVE TECHNOLOGY //

INTRODUCING EVOLUTION IN MOTION

The American Hospital brought their commitment to progress and innovation to the fore with "Evolution in Motion." This dynamic exhibit was the latest installment in a series showcasing the hospital's commitment to staying at the frontlines of medical technology and patient care.

Visitors were treated to an immersive journey through the latest advancements in medical technology. The centerpiece of the stand was a rotating modular panel, a technological marvel that was the first of its kind in the region. This rotating panel provided visitors with a dynamic and interactive experience as they learned about the hospital's latest developments.

3rd

CONSECUTIVE
YEAR TRUSTED
BYAH

5

UNREAL
ACTIVATIONS

1000+

GUESTS
ENGAGED

5

DAYS
RUNTIME



WATCH NOW

GITEX 2021

DUBAI MUNICIPALITY

TECH: <// INTERACTIVE TABLE / HOLOGRAMS / KINETIC MOTION SENSORS / VENDING MACHINE //>

PIONEERING THE DIGITAL WORLD

Dubai municipality paves the way for newer, better possibilities. And with us, greater heights were indeed reached at GITEX.

For this stand, we made the bold and brave decision to build a different style from the usual stand designs at GITEX. And the results were phenomenal. The brand colors used, together with the open stand layout, invited more people to engage with the technological activations installed.

Through our exploration of new possibilities, we did not just build a stand – we made Dubai Municipality stand out.

12

TECH ACTIVATIONS

200

SQ. M.
LED SCREENS

200

SQ. M.
TOTAL AREA

5

DAYS
RUNTIME



GITEX

TABADUL



TECH: //INTERACTIVE SCREENS / HOLOGRAMS / LEAP MOTION TRIGGER / 270° IMMERSIVE ROOM WITH LED PANELS / LIDAR SENSORS//

BREAKING DIGITAL BARRIERS

Tabadul seeks to break trade barriers through innovative solutions. With these solutions, it paves the path towards seamless trade operations in the region. And to translate these core values into physical space, we crafted a highly technological stand that neatly encapsulates Tabadul's vision for the future of trading.

We opted to create an open space floor layout to represent the brand's brave stance of breaking trade barriers. This resulted in a seamless and streamlined journey for the stand visitors.

To further enrich their experience, we also brought immersive activations to the table. All these elements come together under a cohesive structure which also resemble the brand logo.

9

TECH
ACTIVATIONS

5

DAYS
RUNTIME

100

HOURS – DESIGN
TO EXECUTION

48

HOURS
BUILD



COMIC CON HUAWEI

Exclusive rewards



HUAWEI

HUAWEI

EXPLORE IT ON
AppGallery

EXPLORE IT ON
AppGallery

TECH: // KINETIC SENSORS / MOTION GAME DEVELOPMENT / INFINITY TUNNEL / LED CUBES / DIGITAL PHOTOBOTH //

DISCOVER LIMITLESS

The Huawei App Gallery redefines the smart app store experience, standing tall amidst industry giants. Huawei's digital ecosystem knows no bounds, inspiring us to unveil the true meaning of limitless possibilities.

At Comic Con, our creative stand captivated visitors, immersing them in a world of discovery and innovation. Through engaging experiences, we showcased the power of the Huawei App Gallery.

The phenomenal results at Comic Con underscored the impact of our efforts. With Huawei App Gallery, we continue to push boundaries and shape the future of digital exploration.

2

TECH
ACTIVATIONS

3

DAYS
RUNTIME

5K+

VISITORS
ENGAGED

1

GAMING
CENTER



CAREER FAIR 2022

du

TECH: <<// EMBEDDED SYSTEMS / BATAK WALL / KINETIC MOTIONS SENSORS / GAME DEVELOPMENT / VENDING MACHINE //>

BUILT FOR THE (DU)ERS

To revolutionize career fairs, we helped Du create a recruiting process using interactive installations for UAE nationals at the Dubai Career Fair 2021. The space design and activations installed were all designed specifically for doers.

The metropolitan city theme places the visitors and jobseekers in a hustling and bustling space that the go-getters know and love. Immediately, the stand design connected with the youth and highlighted Du's brand equity and presence in the region.

200+

CONSECUTIVE
YEAR TRUSTED
BY AH

6

UNREAL
ACTIVATIONS

30+

GUESTS
ENGAGED



ARAB HEALTH 2021

AMERICAN HOSPITAL

American
Expertise in the
Heart of the UAE

TECH: // ROBOTIC ARM / KINETIC MOTION SENSORS / ROTOSCOPE / AI DASHBOARD / LED FLOORS / PROJECTION MAPPING //

ACTIVATING THE FUTURE OF HEALTHCARE

Covered by numerous national publications, our collaboration with the American Hospital for Arab Health 2021 has garnered significant acclaim. This partnership not only amplified earned media for our esteemed partner but also solidified their role as pioneers driving progress in the healthcare sector.

By impeccably translating their vision of the future, we illuminated the path forward for healthcare. Our portrayal of tomorrow's possibilities showcased the transformative impact of innovation in healthcare, capturing the imagination of audiences far and wide.

Through immersive technological activations, visitors experienced firsthand how the American Hospital is pioneering a new standard of healthcare. These engaging experiences not only informed but also inspired attendees, underscoring the hospital's commitment to shaping a healthier tomorrow.

6
TECH ACTIVATION

14
DAYS PLANNING

5
DAYS RUNTIME



EXPLORE, **EXPERIENCE,** EVOLVE.

DISCOVER NEW WAYS YOUR BRAND CAN STAND OUT.

welcome@thehanginghouse.com
www.thehanginghouse.com
UAE | KSA | Qatar