

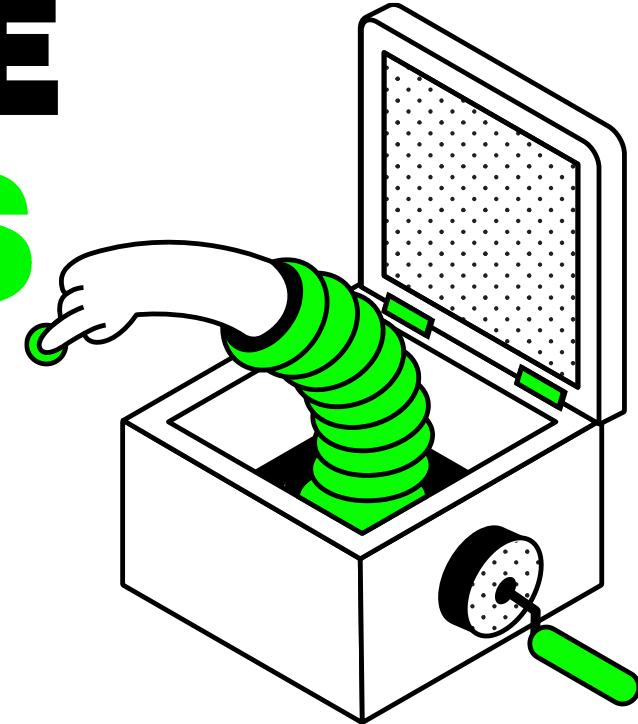


THE HANGING HOUSE

AN EXPERIENTIAL AGENCY

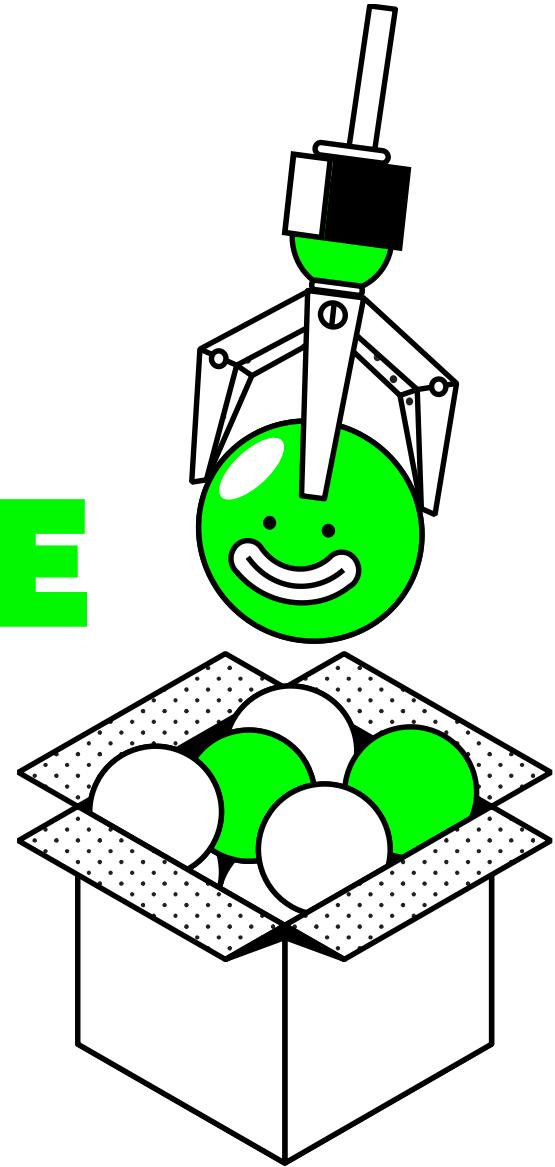
THE EXPERIENCE STARTS WITH US

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



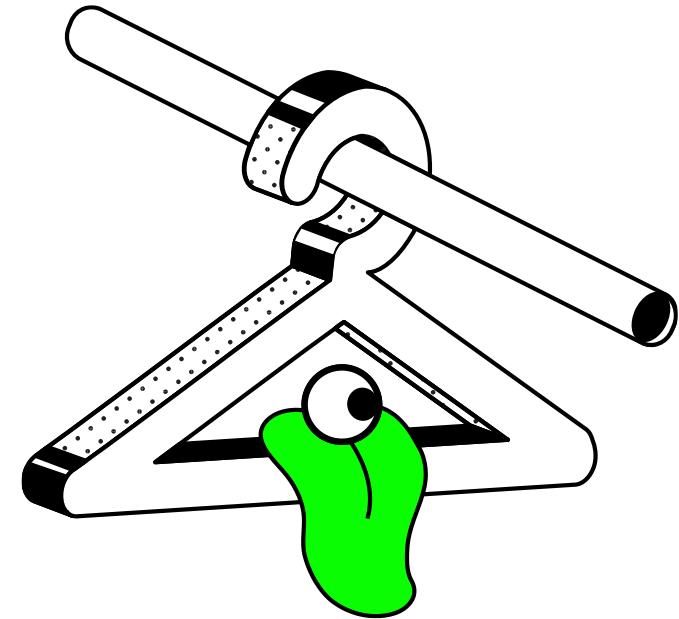
WE ARE A **CREATIVE HOUSE**

FOR ARTISTS AND ENGINEERS,
SOLUTION ARCHITECTS AND
NARRATIVE STRATEGISTS.



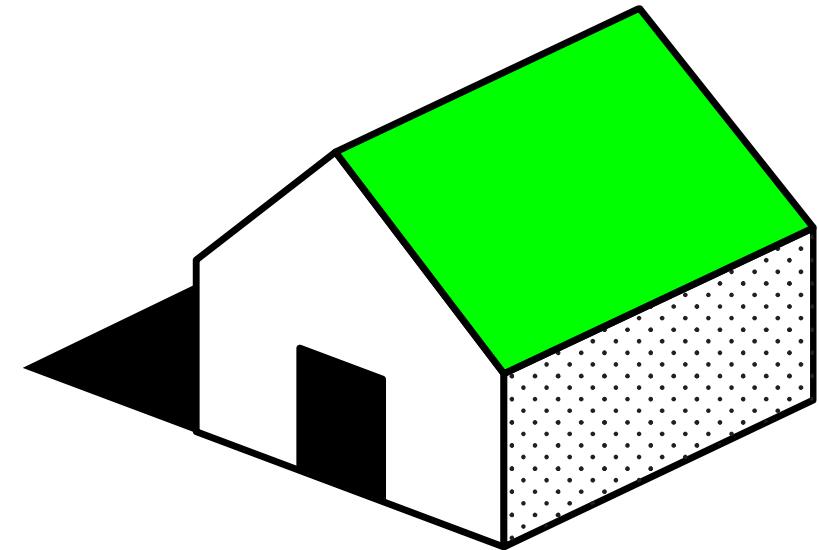
UP HERE

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



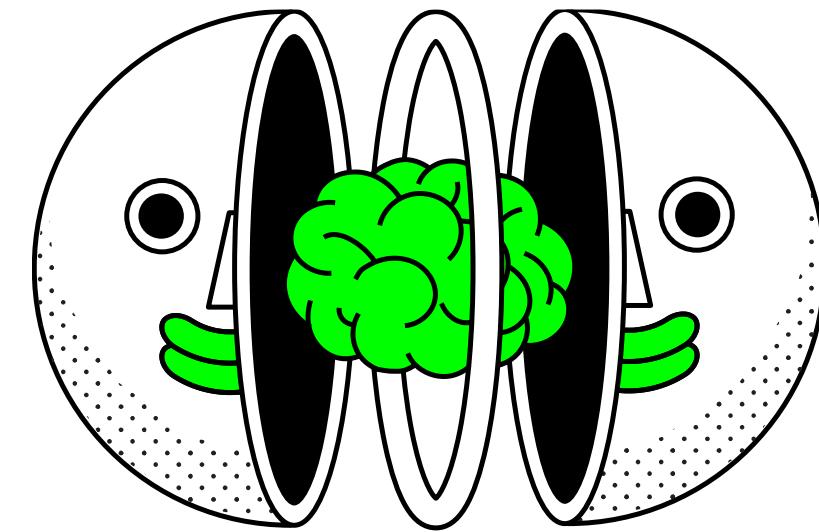
COME ON IN

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.

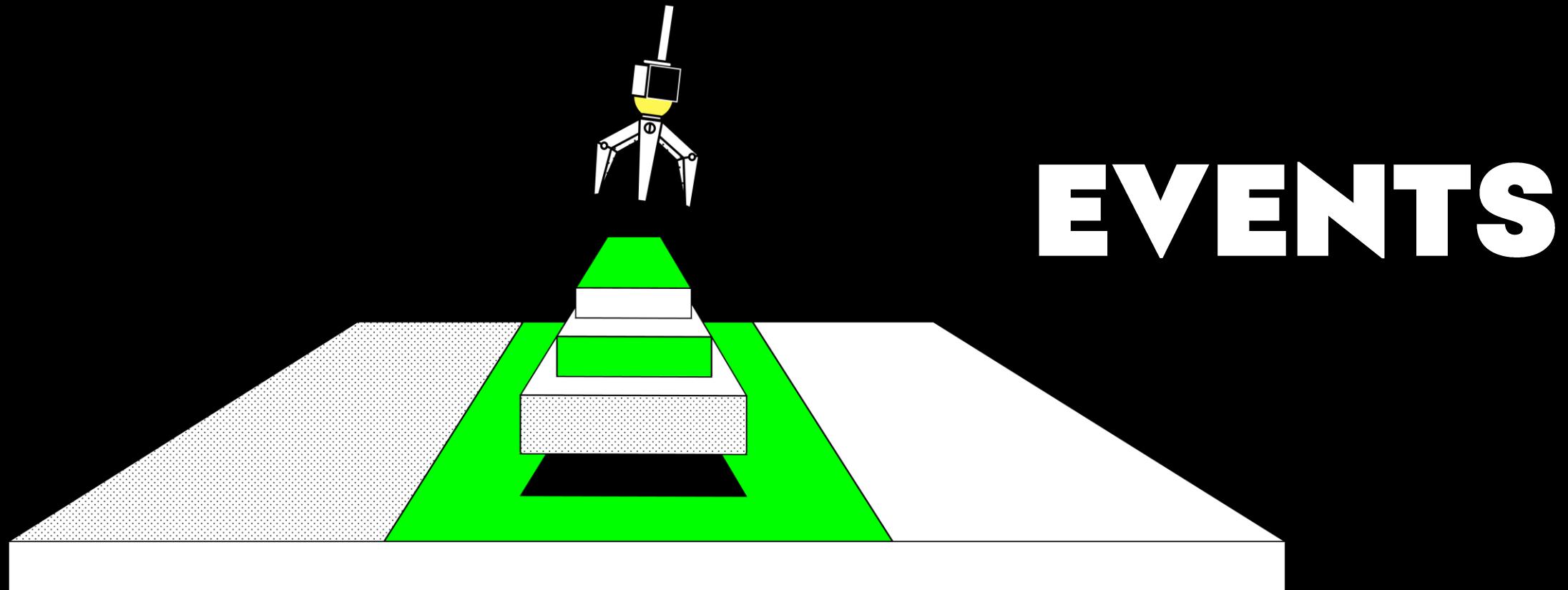
AND OUR CHIEF AI OFFICER

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





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 لأيقونة



**DRONES
FLOWN**

**40
VIP'S ENGAGED**

**4
IMMERSIVE
ZONES**

**4
WEEKS
EXECUTION**



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.

المرأة والرجل، وببداية

المطلوب لتحقيق أمالنا

PROJECT TAB

ROADS AND TRANSPORT AUTHORITY //

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



VVIP ENGAGED

24H
TURNAROUND
FOR SOLUTIONS

20+
SOCIAL POSTS FROM
THE ROYAL FAMILY

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 biomorphism, 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 VVIPs.

Exceptional design, whatever your style

HUAWEI WEARABLES PRODUCT LAUNCH

HUAWEI //

TECH + EXPERTISE: <//> FLOATING PRODUCT DISPLAY / LED SCREENS /
COORDINATED LIGHTING SYSTEM / SOUND SYSTEM //>

HUAWEI

**HOURS OF
EXCELLENCE**

1000

**GUESTS
ENLIGHTENED**

1

DAY EVENT



HUAWEI'S WEARABLE RENAISSANCE



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.

MONJARO MEDIA LAUNCH EVENT

GEELY AGMC

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



1
SPECTACULAR
REVEAL

1
DAY EVENT

25
VEHICLE
CONVOY

100
GUESTS

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.

AFTERSALES CONFERENCE

NISSAN MIDDLE EAST FZE //

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

TECH: <// IOS APP DEVELOPMENT/ INTERACTIVE TECHNOLOGIES /
RSVP SYSTEM //>

2
DAY
EVENT

PRESENTATIONS
PERFECTED

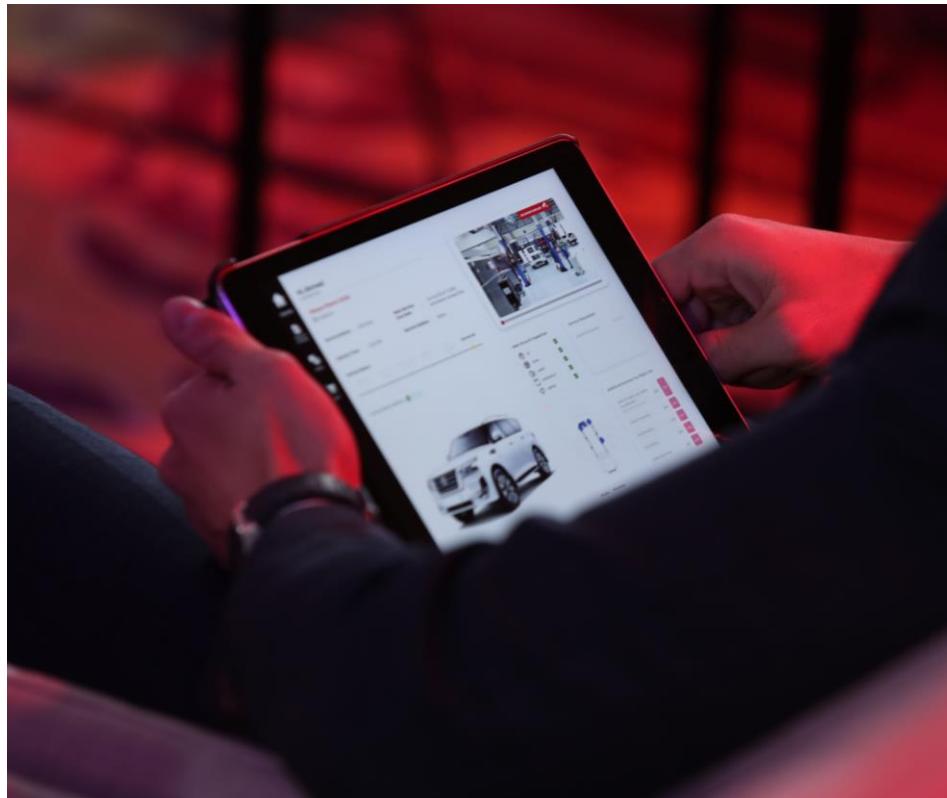
67
ATTENDEES
FROM THE REGION

1
PROTOTYPE
APP CREATED

2
ACTIVATIONS
CREATED



**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.

In short, we made sure that the attendees felt like they were a part of something special and had a blast while they were there.

YAHSAT' S SATGAMES

YAHSAT //

TECH: <// EMBEDDED SYSTEMS / WEB APPLICATION / RFID TRACKING / VIRTUAL REALITY /
CUSTOM PHOTO BOOTH / E-MAILER //>



11
SIDE
ACTIVITIES

+
SPACE CREWS
DEPLOYED

+
SPACE
VOYAGERS

2
HOURS
RUNTIME

LAUNCHING (INTER)STELLAR EXPERIENCES



To celebrate the successful launch of the Vahsat Satellite, we created a thrilling challenge to launch the team into an interstellar experience at the du forum.

The entire experience follows the actual procedure involved in launching satellites into space – from the early stages involving collection of satellite parts, to the latter stages where the satellite sheds some parts to maintain orbit. And, just as the space race is a race against time, we measured the teams' performance through RFID tags. The stakes are high as the winners get a trip to the Kennedy Space Center.

And to make the event exciting for everyone, we included various side activities for the on-lookers as well as a huge space for them to watch the launch unfold.

SGG' S BRAIN DARE

SHARJAH GIRL GUIDES //

TECH: <// AR / VR / BRAIN WAVE RACING / HUMAN CLAW MACHINE / LED
PIXELS / RFID TAGS / APP CREATION / MULTIPLE SOFTWARE
DEVELOPMENT //>

8
**INTELLIGENCES
CHALLENGED**

1K
**GUESTS
ENGAGED**

+
**REPORT CARDS
GENERATED**

2
**DAY
RUNTIME**



INTELLIGENT ON ALL LEVELS



Intelligence manifests in more ways than one. And the Sharjah Girl Guides launched a mission to help the youngsters discover which types of intelligence they possess — so that they can harness their talents for a bright future.

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.



ANNUAL CREATORS AWARD

TIKTOK//

SERVICES: CONCEPTUALIZATION | DESIGN | EXECUTION

200+
ATTENDEES
ENGAGED

5+
ENTERTAINING
ACTS

8
DAYS
PLANNING

1
DAY EVENT
RUNTIME



TIKTOK' S CREATIVE HORIZONS

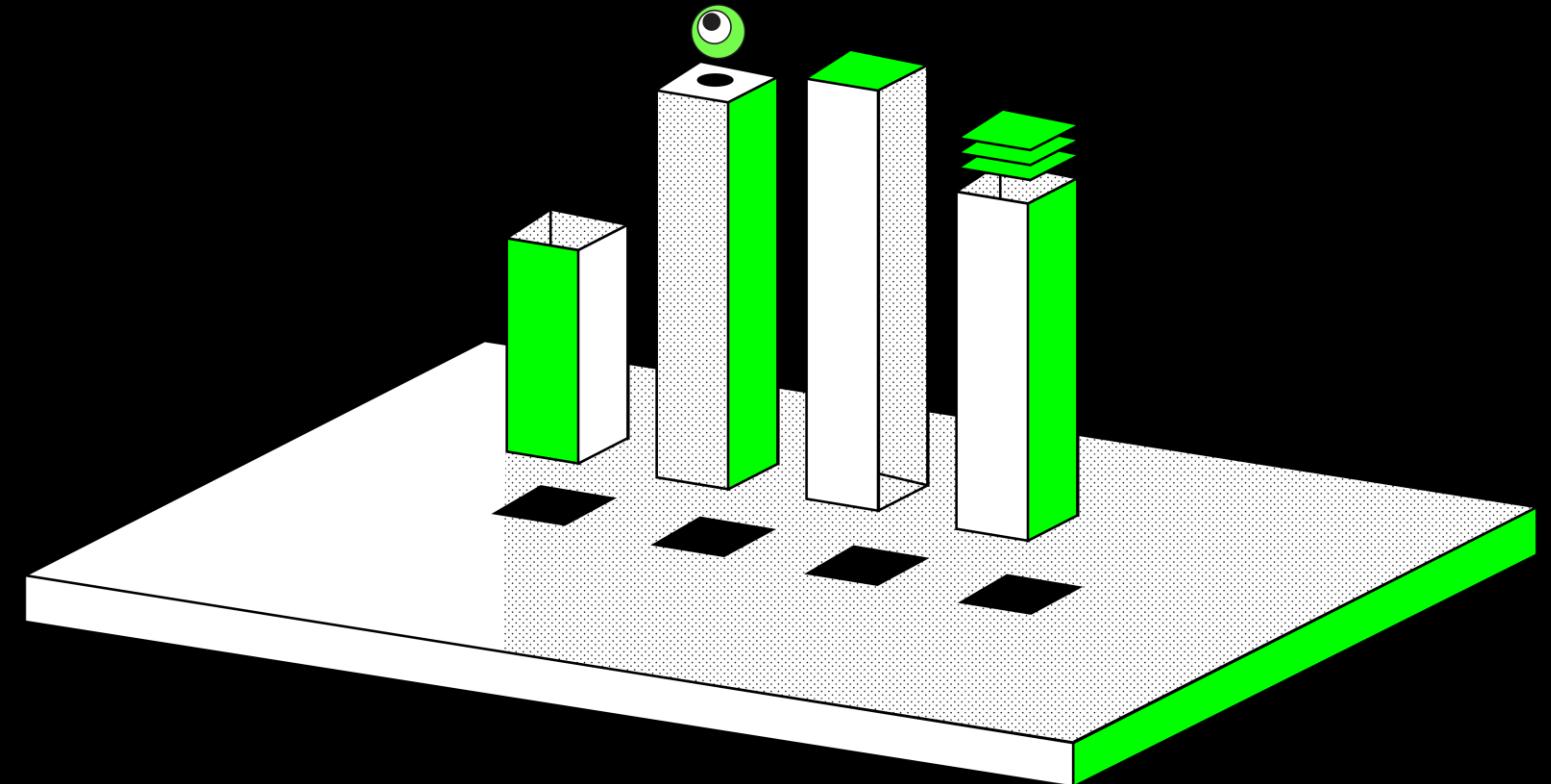


Enter TikTok LIVE, where creativity reigns and individuality shines. This event celebrated the unique talents of digital creators, featuring a mesmerizing media wall and an exclusive “Glam Live Station,” reminiscent of the Met Gala’s elegance. From modern design to unforgettable moments, it was a night dedicated to embracing creativity.

TikTok transforms the ordinary into the extraordinary, offering creators worldwide a platform to express their unique talents. To salute their creativity and influence, we 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.

BRAND ACTIVATIONS



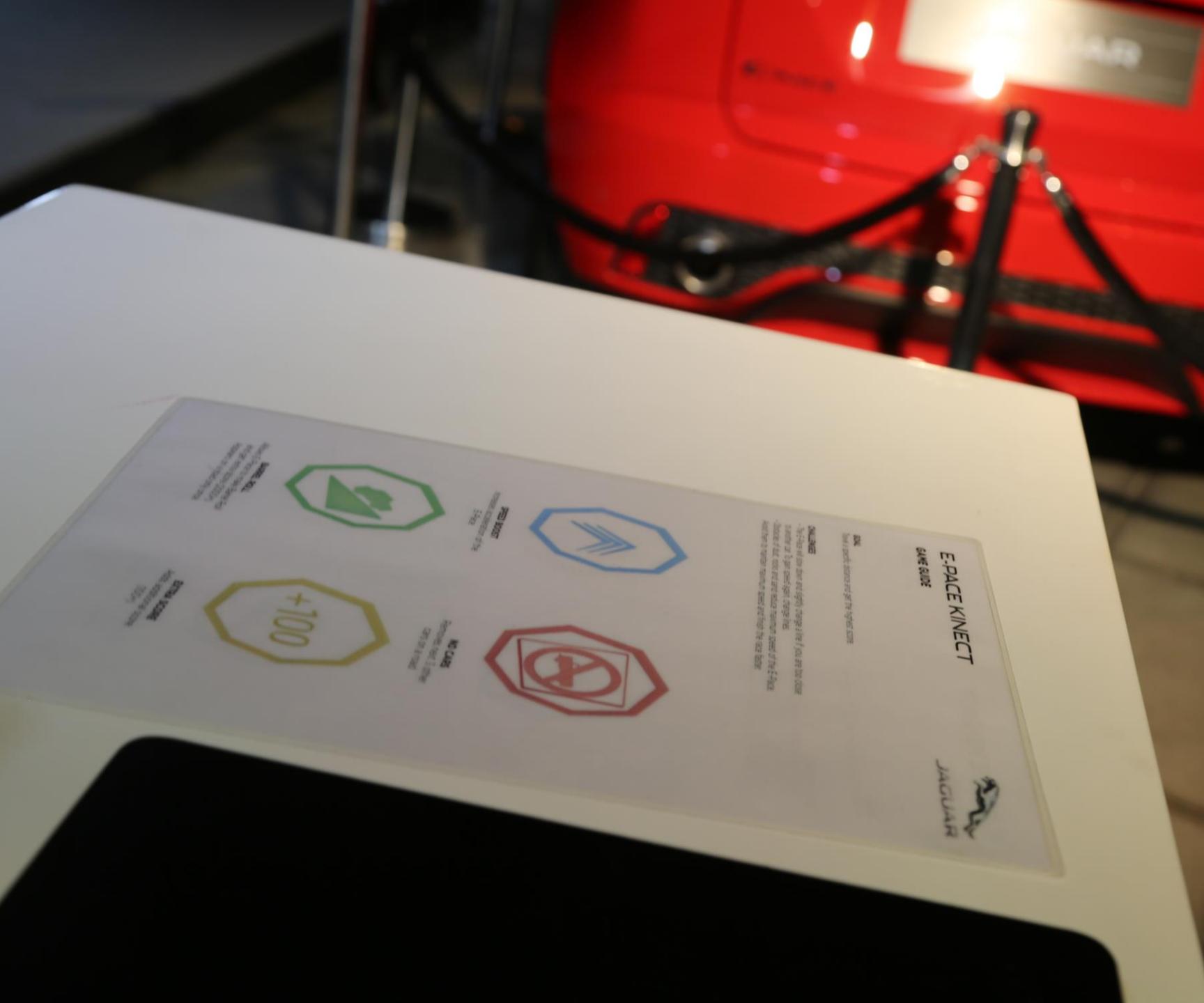
THE E PACE

JAGUAR //

JAGUAR
NEW
E-PACE



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

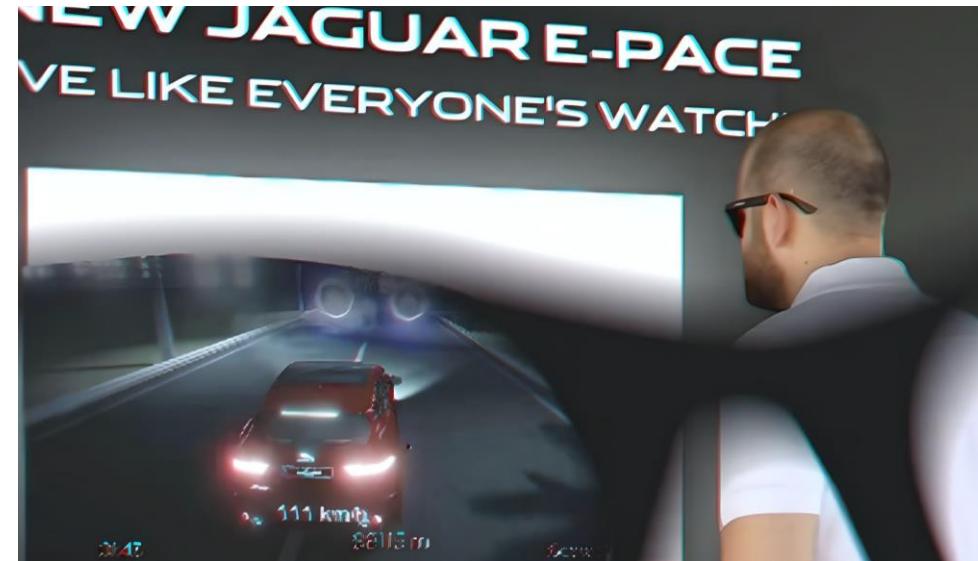


1
KINETIC
MOTION GAME

1000+
ENGAGED
VISITORS

3
MAGIC
SCREENS

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.

WONDER WOMAN

Häagen-Dazs

HAAGEN DAZS //

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



6
**DAYS – DESIGN
TO EXECUTION**

10
**DAYS
RUNTIME**

2
**SIDE
ACTIVITIES**

+

**WONDERFUL
GIVEAWAYS**

HAAGEN 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.

DUBAI COMIC CON

ATHLETE'S CO //

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

ARE YOU READY

Platinumlist

300+
SNEAKER HEADS
ATTENDED

100+
UNIQUE
PLAYERS

3
DAYS
RUNTIME

1st
COMIC CON CUSTOM
AVATAR GAME



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.



SWATCH

EXPO 2020 //

TECH: // EMBEDDED SYSTEMS / VR GAME DEVELOPMENT / INTERACTIVE TABLE /
OBJECT RECOGNITION SOFTWARE //



2
**TECH
ACTIVATIONS**

+

**VISITORS
ENGAGED**

**6
MONTHS
RUNTIME**

**1
MONTH – DESIGN
to EXECUTION**

TIME FOR SUSTAINABILITY



SWATCH is dedicated to forwarding sustainability across its products and operations, aligning itself with global efforts. At Expo 2020, a world stage of wonders, we seized the opportunity to share their sustainability journey with a global audience.

The stand we curated at Expo 2020 is an embodiment of this commitment, with its bio-design inspired by nature's elements, seamlessly integrating sustainability into its structure.

Visitors to the stand experienced not only SWATCH's dedication to sustainability but also gained insights into their key locations and sustainable sourcing processes.

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 //>



3
**EXPERIENTIAL
CHANNELS**

4
**KEY ENVIRONMENTAL
MESSAGES**

500+
**ADVOCACY
SIGN UPS**

4
**SITES
ACTIVATED**

RAISING ADVOCACY WITH WADI



Working along the lines of the key message “biodiversity is essential to the survival of humankind”, we have created “The Wadi Adventure”. An escape room that primarily revolves around survival skills with touch points on biodiversity and how humankind is reliant on it.

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.

This first leg of an evolving partnership with the client marked the beginning of novel escape room ideations. And, at the end of the experience, participants signed up for the cause, setting their newfound advocacy in motion.

PUMA SOLE DXB

PUMA //

TECH + EXPERTISE: <// PRESSURE SENSORS / VENDING MACHINE /
CUSTOM PHOTO BOOTH //>

DAYS
RUNTIME

2K+
GIVEAWAYS
DISPENSED

2
ACTIVATIONS
INCORPORATED



PUMPED UP KICKS-PERIENCES



Introducing Puma to the lively audience at Sole DXB, we aimed to maximize participation with gifts and photo opportunities. A classic photo booth was set up to capture moments, while an eye-catching goodies dispenser enticed visitors to engage with the installation.

Sneaker-heads present during the event experienced another level of enjoyment as they interacted with our out-of-the-box, pumped-up tech activations. From high-energy music to interactive displays, Puma brought excitement to every corner of Sole DXB.

Our presence at Sole DXB was all about creating memorable experiences for attendees. With engaging activations and opportunities to connect with the brand, Puma left a lasting impression on sneaker enthusiasts and event-goers alike.

NATIONAL DAY KHALIFA UNIVERSITY //

TECH + EXPERTISE: // CUSTOMIZED VIRTUAL EVENT PLATFORM /
GAMIFICATION //



1st
METAVERSE
EVENT IN GCC

4
CONCURRENT
SESSIONS

700
VIRTUAL
VISITORS



A DAY FOR THE NATION, FROM ALL OVER THE NATION

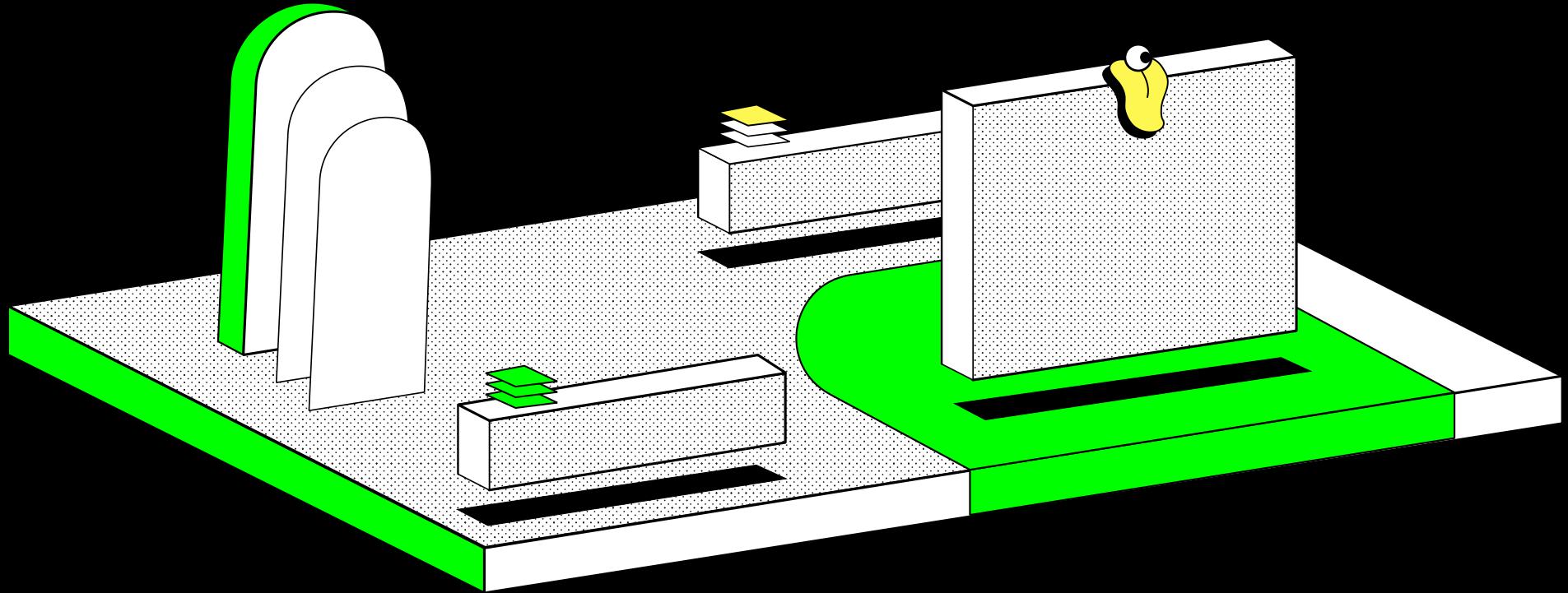


Khalifa University holds an annual celebration for the national day. However, the scope of the event can only reach so far – until now. Through our digital capabilities, we recreated the entire experience in a digital space accessible from anywhere in the country or even the world, at that.

Keeping digital experience at the heart of our solutions, we have incorporated physical elements that connect audience to the true celebration of UAE National Day. Inspired by the celebration, we developed a virtual platform designed and decorated to look like UAE's heritage village.

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.

EXHIBITION STANDS



ARAB HEALTH 2023

AMERICAN HOSPITAL

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



**UNREAL
ACTIVATIONS**

**30
DAYS FROM IDEATION
TO EXECUTION**

**1000+
GUESTS
ENGAGED**

**4
DAY EVENT**

INTRODUCING EVOLUTION IN MOTION



The American Hospital brought their commitment to progress and innovation to the forefront with "Evolution in Motion." This dynamic exhibit was the latest installment in a series showcasing the hospital's commitment to staying at the forefront 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. Alongside the rotating panel was a robotic arm, symbolizing the hospital's use of technology to improve patient outcomes and make medical procedures safer and more effective.

And at the center of it all was Cora, a holographic robot that we conceptualized, designed, and named, to position the synergy between humans and technology at the core of the stand – on the seat of evolution.

DM - GITEX

DUBAI MUNICIPALITY //

TECH + EXPERTISE: // INTERACTIVE TABLE / HOLOGRAMS / KINETIC MOTIONS SENSORS / VR GAME
DEVELOPMENT / VENDING MACHINE //



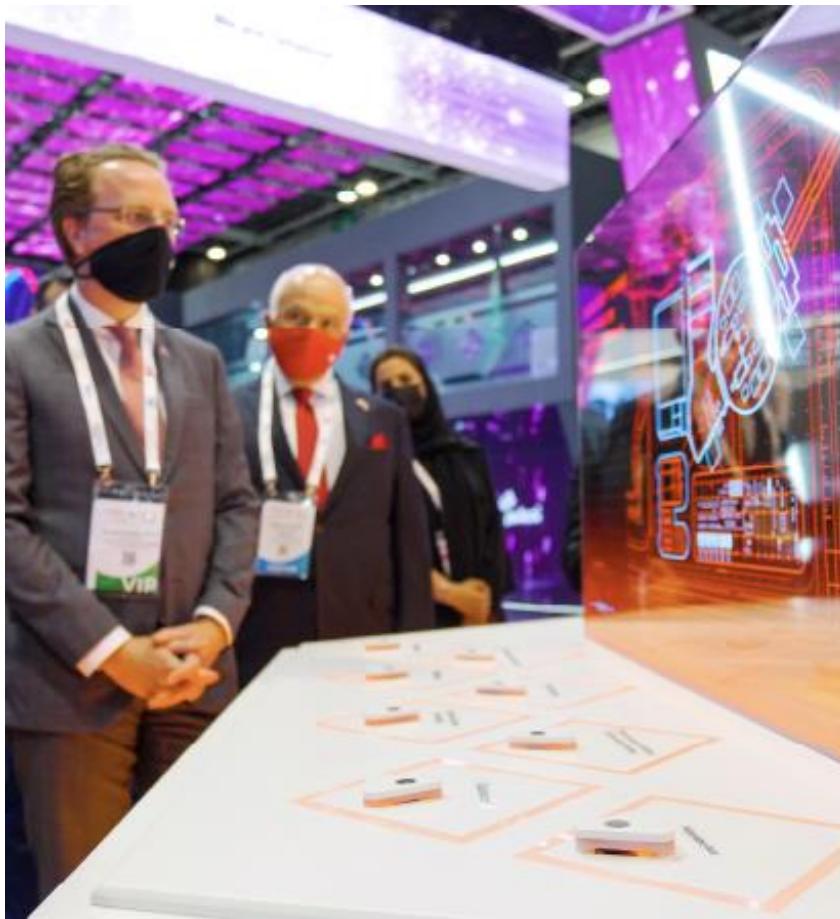
5
DAYS
RUNTIME

12
TECH
ACTIVATIONS

200
SQ. M.
TOTAL AREA

200
SQ. M.
LED SCREENS

PIONEERING THE DIGITAL WORLD



Dubai Municipality paves the way for newer, better possibilities. And together 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.

TABADUL - GITEX

TABADUL //

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

9
TECH
ACTIVATIONS

5
DAYS RUNTIME

HOURS –
DESIGN to
EXECUTION

48
HOURS BUILD



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.

COMIC CON

HUAWEI //

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

EXPLORE IT ON
AppGallery

2
**TECH
ACTIVATIONS**

3
**DAYS
RUNTIME**

+
**VISITORS
ENGAGED**

1
**GAMING
CENTER**



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.

DU CAREER FAIR

DU //

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





6

**TECH
ACTIVATIONS**



**JOBSEEKERS
ENGAGED**

30+
**EMPLOYERS
INVOLVED**

BUILT FOR THE (DU)ERS



To revolutionize career fairs, we teamed up with du to innovate the recruitment process at the Dubai Career Fair 2021. Specifically designed for UAE nationals, interactive installations were employed to engage job seekers actively.

Crafted with doers in mind, the space design and activations embodied a metropolitan city theme, transporting visitors into a bustling environment synonymous with ambition and opportunity, particularly appealing to the youth demographic.

The stand design seamlessly integrated Du's brand identity, instantly connecting with attendees while reinforcing Du's regional presence and commitment to fostering career development in the UAE.

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 //



5
DAYS
RUNTIME

88
SQ. M.
AREA

1st
FLEX LED TECH
IN GCC

6
TECH
ACTIVATIONS

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.



EXPERIENCE EVERYTHING

DISCOVER NEW WAYS YOUR BRAND CAN STAND OUT.

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