

HANNA
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COHEN

EXPERIENTIAL DECOR
DESIGN & PRODUCTION

EVENT DECOR / BACKSTAGE ENVIRONMENTS

FESTIVAL INSTALLATIONS / BRAND ACTIVATIONS

PORTFOLIO & CAPABILITIES DECK

FALL 2021



EXPERIENTIAL DECOR DESIGN & PRODUCTION

EVENT DECOR / BACKSTAGE ENVIRONMENTS

FESTIVAL INSTALLATIONS / BRAND ACTIVATIONS

Need to turn a dingy locker room, empty tent, or outdated trailer into a stylish place an artist actually wants to hang out? I'm your girl.

The quality of the backstage environment can be a make or break moment for an artist's or guest's overall on-site experience. This is why I strive to thoughtfully design spaces that combine defined aesthetic with comfort, function and array of amenities that will make any guest or artist feeling like the headliner. I am always ready to amp up the ambience and elevate an experience

Along with my team, I have designed and executed artist areas as well as front of house experiential installations for several major music festivals, corporate branded events, and social celebrations. I understand that every project presents its own style and personality and will work with you to create a memorable and inviting space to perfectly suit your event.

SCOPE CAPABILITIES INCLUDE:

- Working With Your Team and/or Sponsors to Develop a Budget and Overall Aesthetic
- Development of Mood Boards, Floor Plans, and Graphic Renders to Clearly Convey All Design Elements
- Seamless Integration of Existing Assets and/or Sponsor Branding Elements Into Your Design
- Sourcing and Management of Third Party Vendors (Furniture, Lighting, Draping, Plant Deliveries etc)
- Timeline Development and Management of All Aspects of Install, Upkeep, and Strike

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EVENT DECOR / BACKSTAGE ENVIRONMENTS / FESTIVAL INSTALLATIONS / BRAND ACTIVATIONS

P: 410-804-9562 // A: 900 OVERBROOK RD, BALTIMORE, MD 21239 // E: HANNA@HANNACOHENCREATIVE.COM

EDUCATION

2007-2011

BS in Music Industry
Business Concentration
Drexel University

EXPERIENCE

Hanna Cohen Creative | Owner & Principal Designer

September 2021- Present

Founded and functions as the principal designer for Hanna Cohen Creative. Culminating the last decade of experience, HCC is a company that specializes in Experiential Event Decor, Brand Activations, Festival Installations & VIP experiences for Live Events, Corporate clients and touring artists.

CoCo Backstage Hospitality | Co-owner

2016- Present

Founded and operates CoCo Hospitality Inc, a company that specializes in backstage hospitality & dressing room decor as well as VIP experiences for live music events, festivals, and touring artists.

Revolution Events | Designer & Producer

2015- 2019

Works directly with client and internal production staff to design and produce decor for social, corporate, and nonprofit events. This includes but is not limited to developing design boards and presentations, liaising with venues, additional staff, and vendors, and onsite management of event components.

Taste Event Catering| Hospitality & Decor Coordinator

2011-2015

Coordinated all artist dressing room and VIP hospitality. Developed, managed, and reported hospitality budgets. Coordinated and managed all pre-show shopping, inventory, and organization as well as all day of show duties and staff.. Traveled with company operating in stadiums, arenas, concert halls, theaters, and outdoor amphitheaters throughout the continental United States and Canada.

NOTEABLE EVENT EXPERIENCE

Firefly Music Festival

2012-Present

Dover DE

Functions as the Artist Compound Director overseeing 120+ artists and all compound operations.

Additionally, she has designed and produced decor throughout the festival grounds including entrance signs, VIP Lounges, Artist Compounds, Large Scale Ceiling Installations, Experiential Dining, Silent Disco's and more

Moonrise Music Festival

2013- Present

Baltimore, Maryland

Designs and implements all artist/VIP area decor (including dressing rooms, artist lounges, VIP cabanas, and general Vip areas). Oversees all aspects of artist hospitality including staffing and general artist compound operations.

Elton John

2012 - Present

Continental US & Canadian Tours

Coordinated and executed all aspects of backstage decor and hospitality for the Elton John Band and crew when they toured within the continental United States and Canada.

Le Diner En Blanc

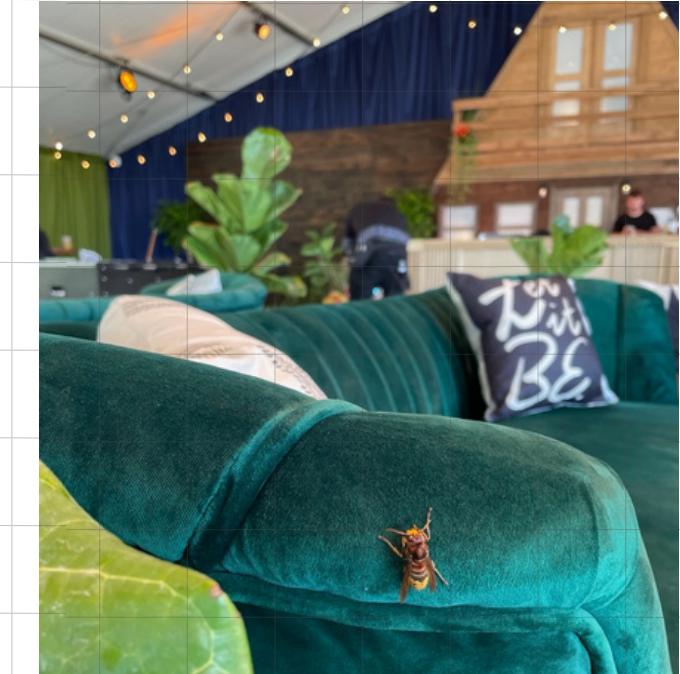
2017 - 2019

Baltimore, Maryland

Worked alongside a team to apply and be granted the opportunity to bring the international event to Baltimore for the first time in 2017. Developed overall aesthetic theme for each year's event. Managed site selection and its functional layout. Procured all on site vendors, entertainment, utilities, policy & public safety. Developed and communicated all production timelines. Managed all aspects of preproduction, build, run of show, and strike.

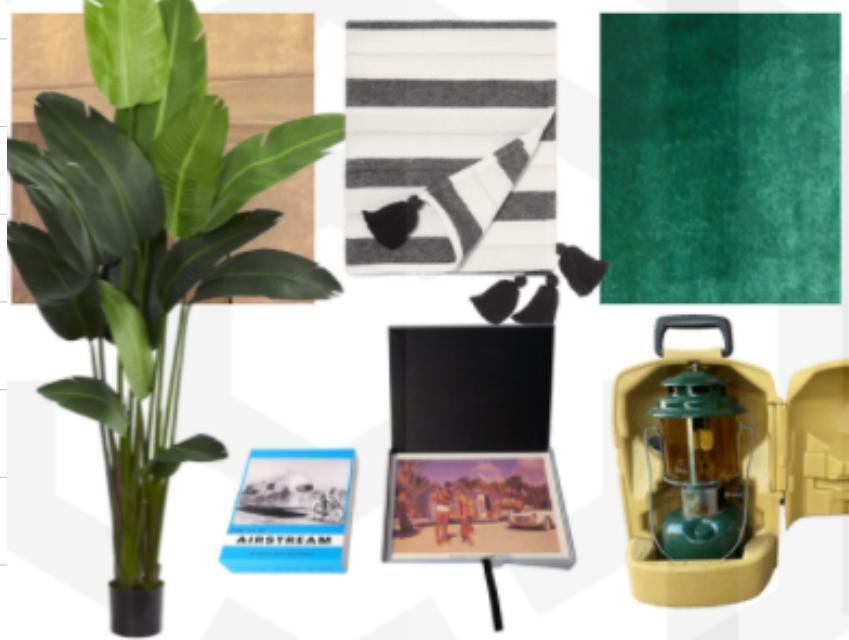
FESTIVAL DECOR DESIGN

FIREFLY SNEAK PEAK : MASON BAR // SEPTEMBER 2021



BRAND ACTIVATION DESIGN & STYLING

CULTA AIRSTREAM // AUGUST 2021



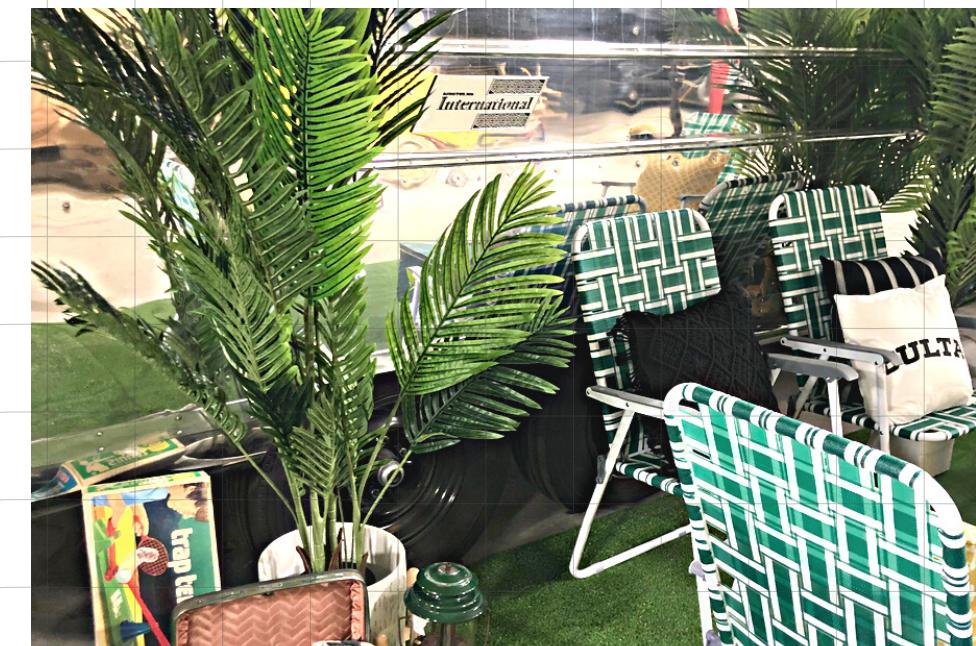
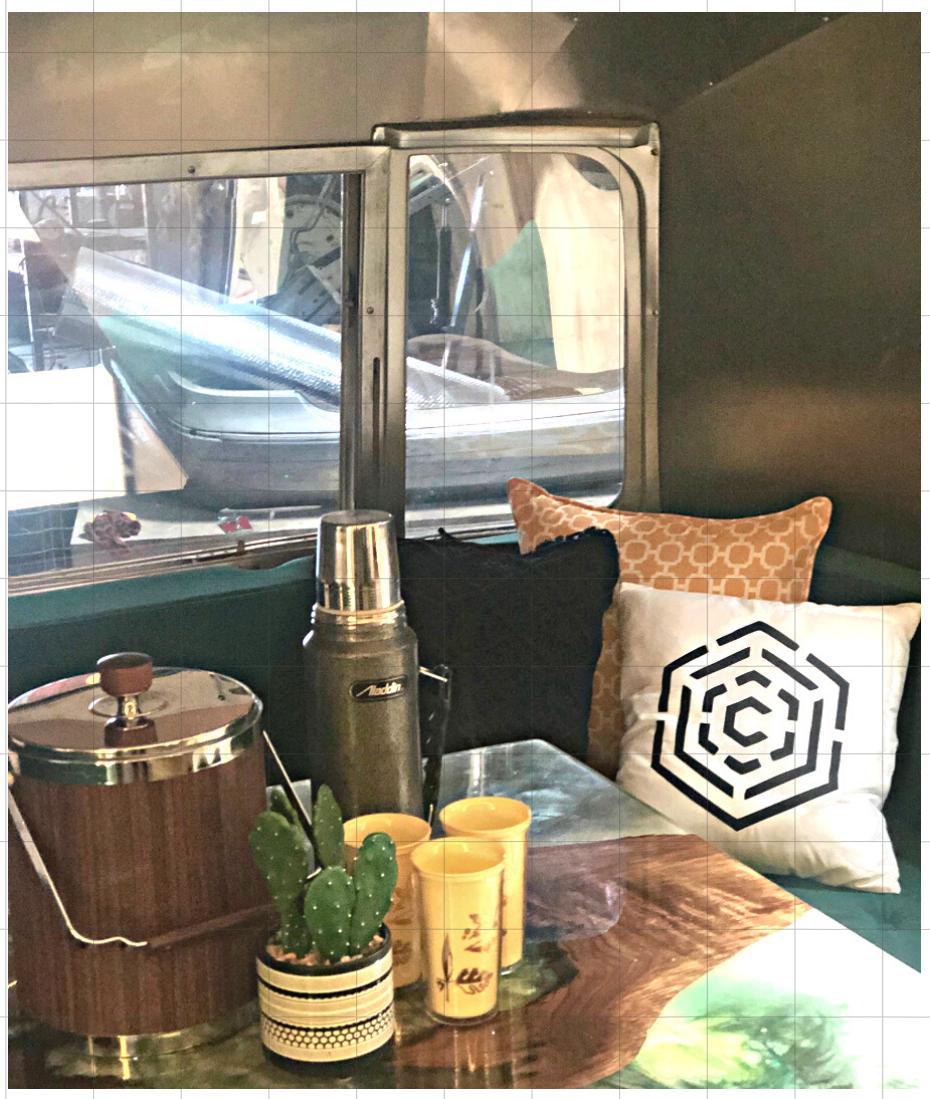
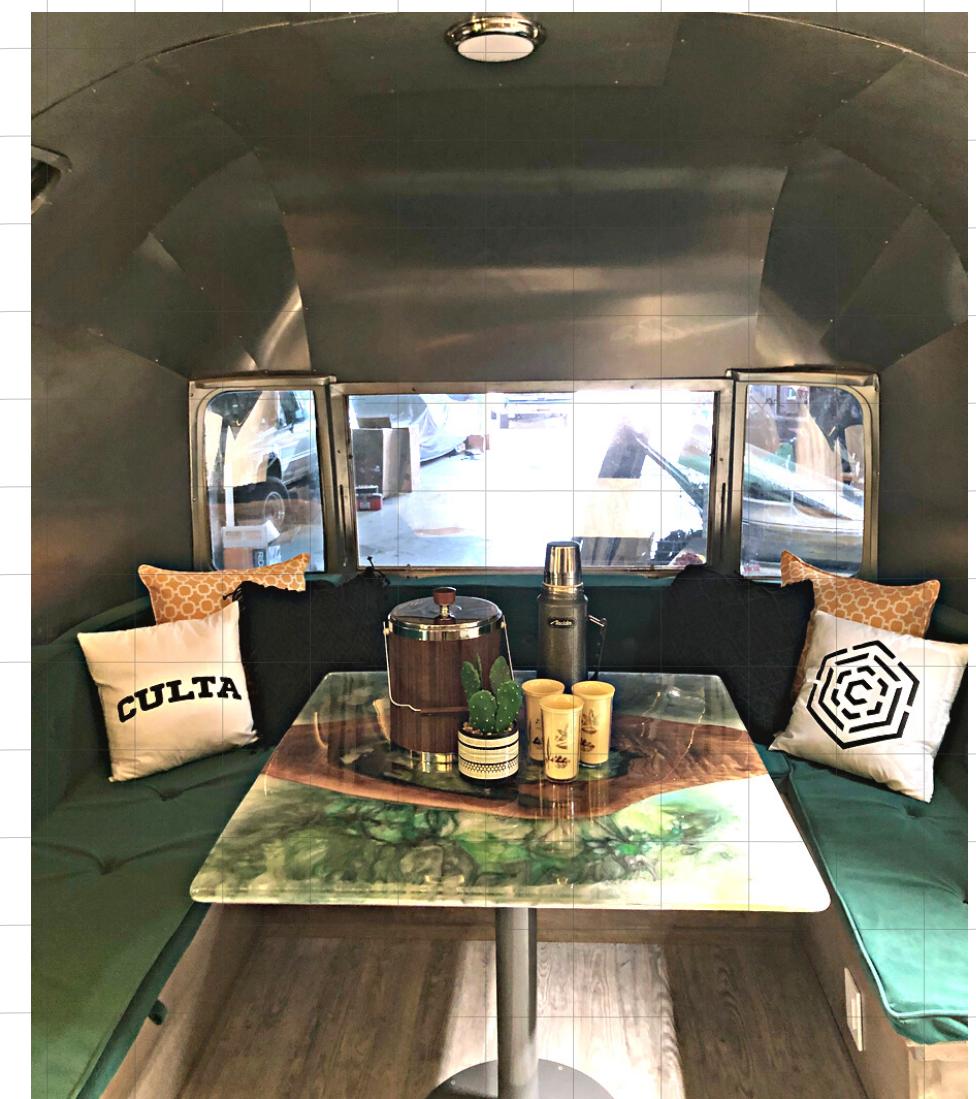
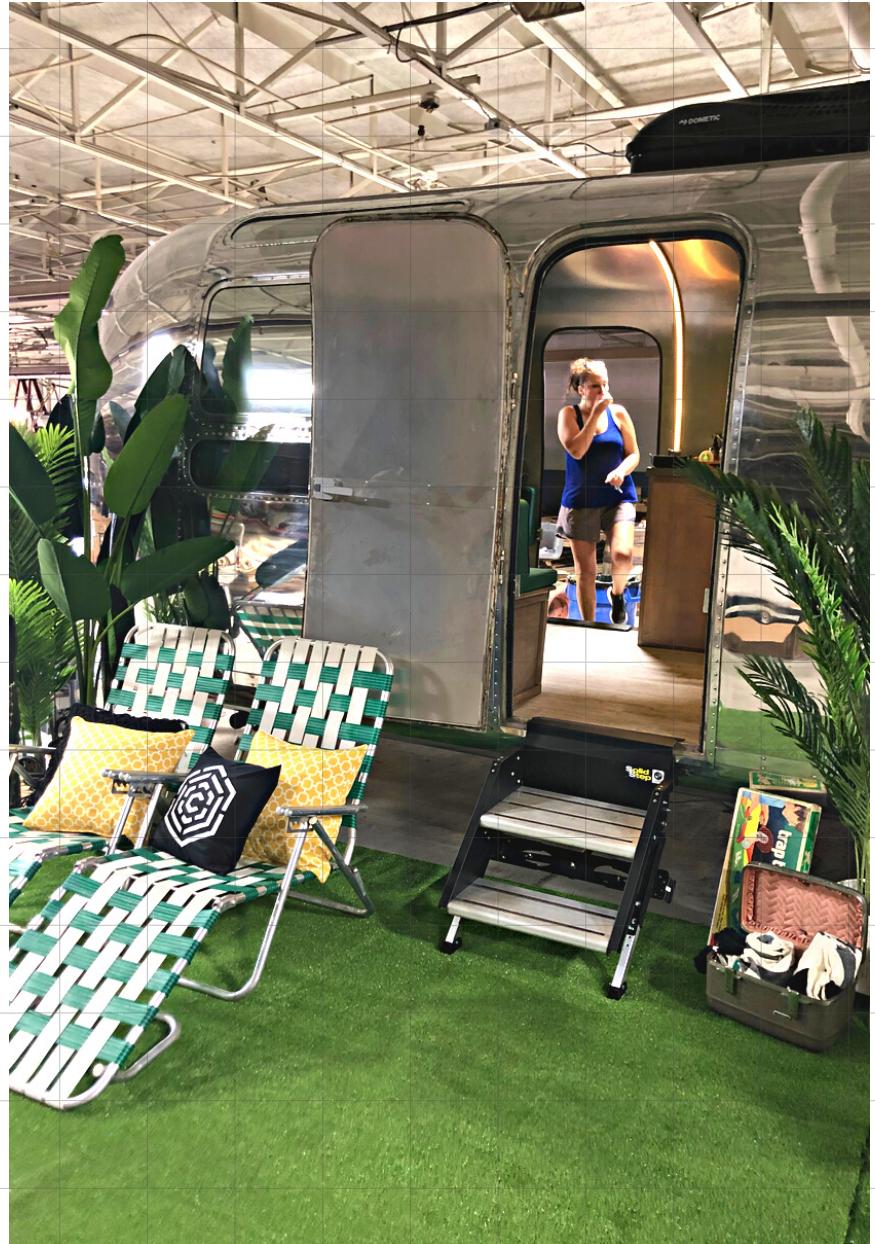
AIRSTREAM : TONE & TEXTURE OVERVIEW

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culture



BRAND ACTIVATION DESIGN & STYLING

CULTA AIRSTREAM - FINAL STAGING // AUGUST 2021

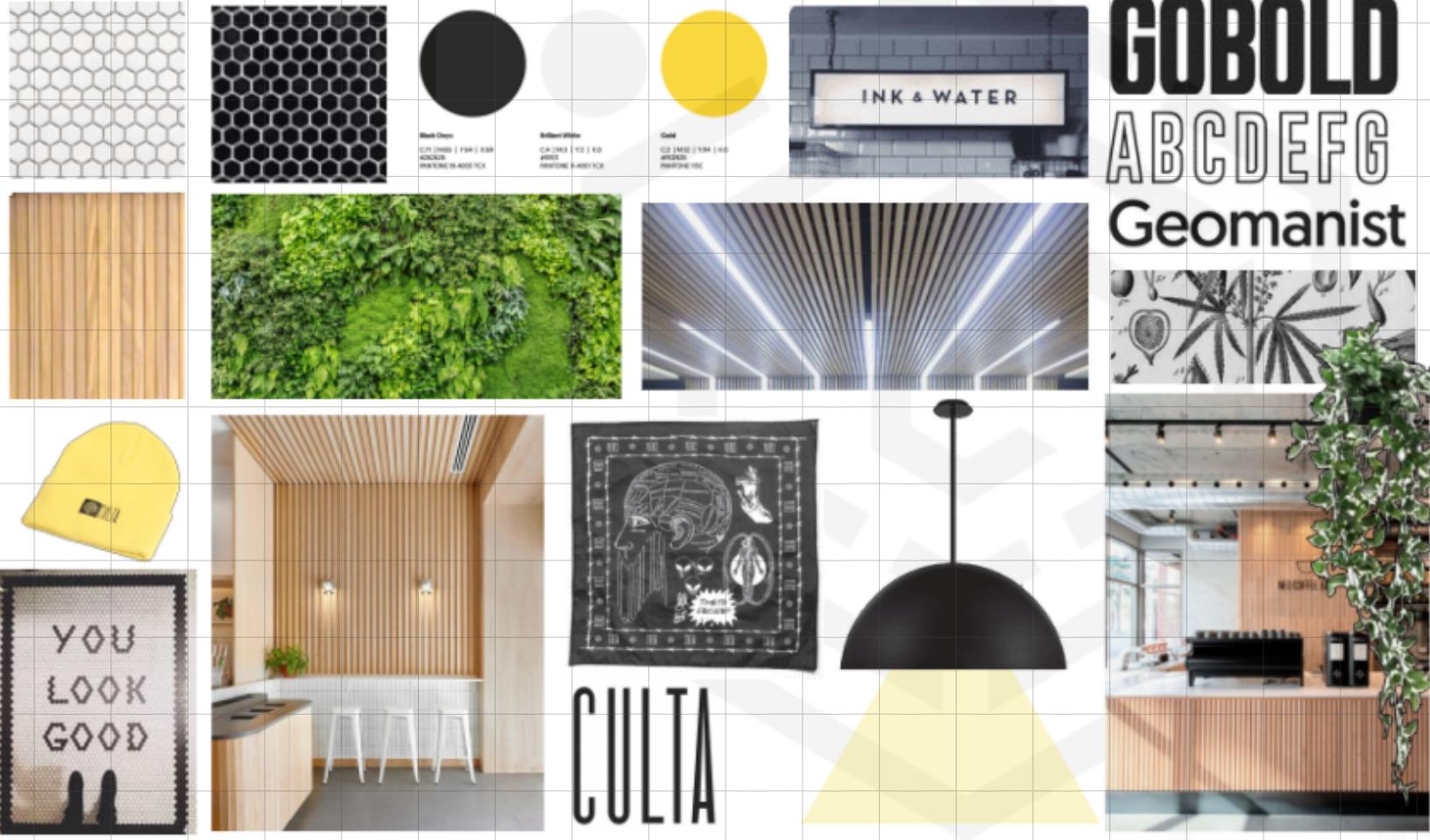


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RETAIL INTERIOR DESIGN

CULTA FLAGSHIP REDESIGN DECK EXCERPTS // JANUARY 2021

GENERAL AESTHETIC: TONES & TEXTURE



RETAIL SPACE: OVERVIEW



CLINIC / GREENHOUSE AREA



CLINIC / GREENHOUSE AREA : VIEW INTO RETAIL



CHECK OUT & CHECK IN AREA



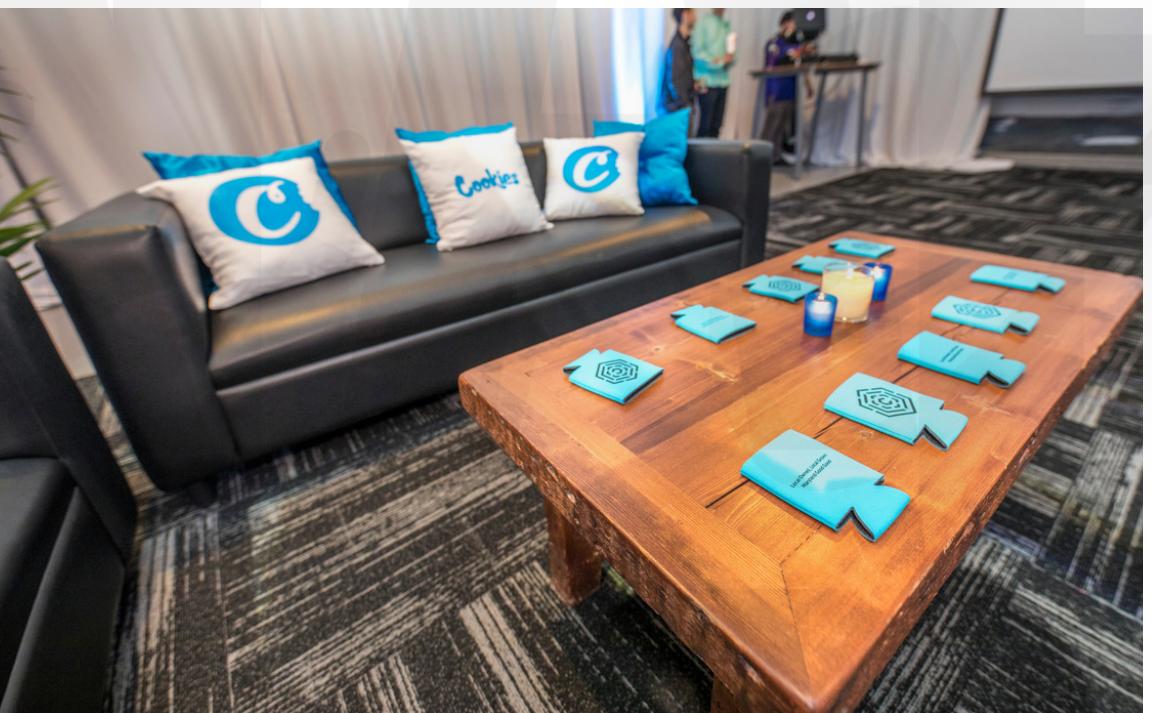
ONLINE ORDER PICK UP AREA



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CULTA

EVENT DESIGN & STYLING

COOKIES X CULTA LAUNCH // JANUARY 2020



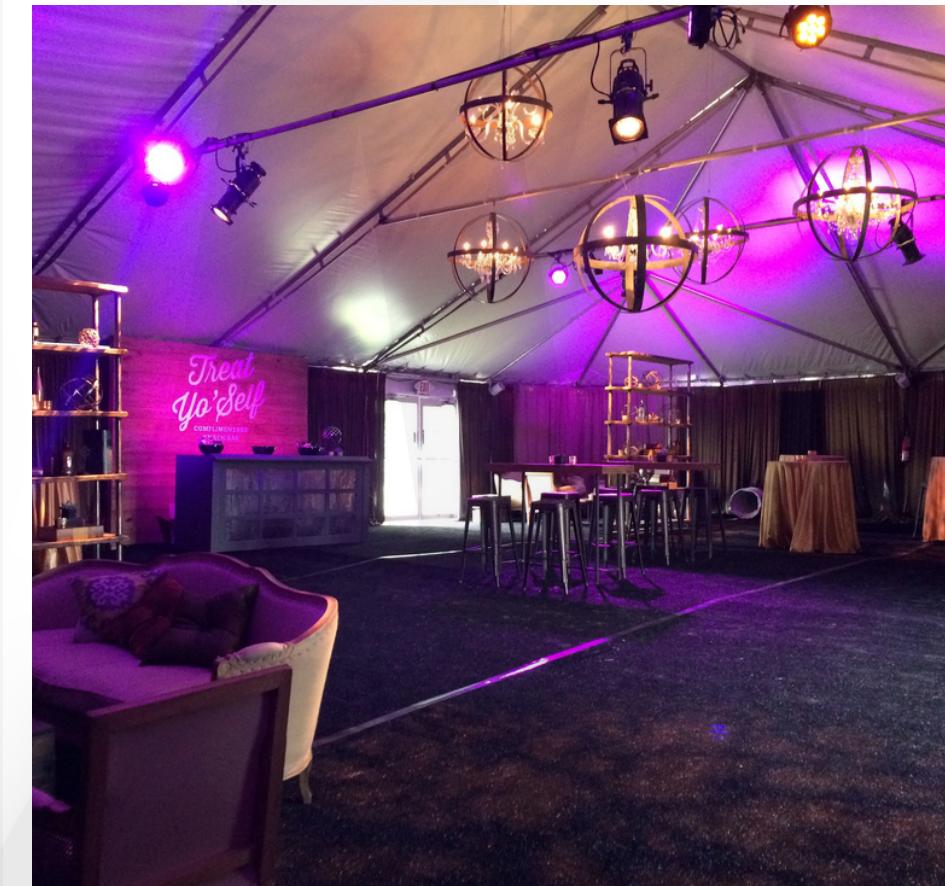
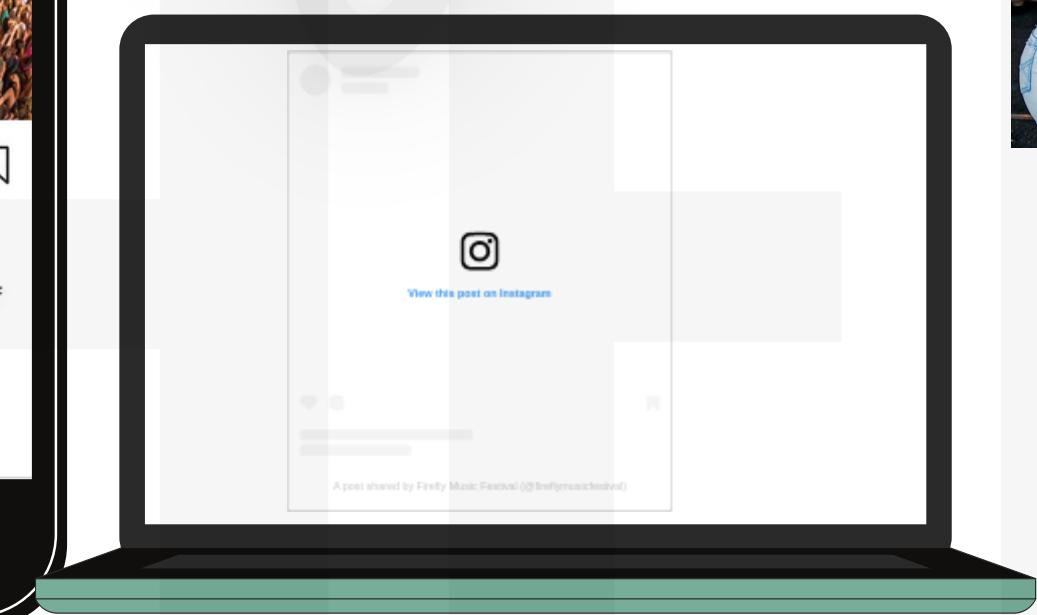
BRAND LAUNCH EVENT

CULTA X COOKIES // JANUARY 2020



FESTIVAL DECOR

FIREFLY HIGHLIGHTS //
JUNE 2016-2019

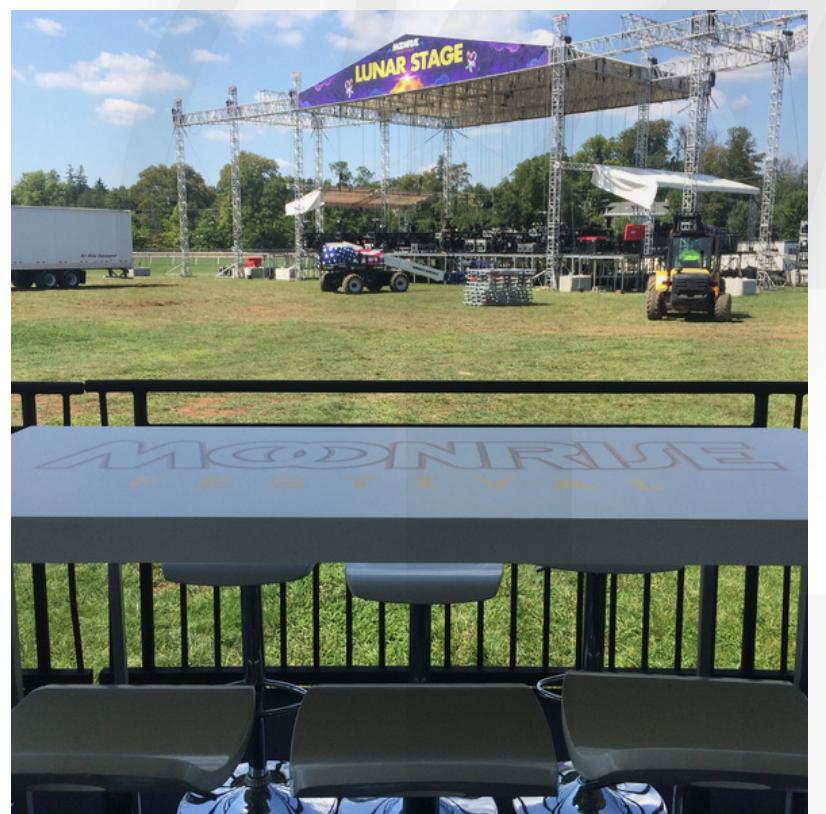


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FESTIVAL DECOR

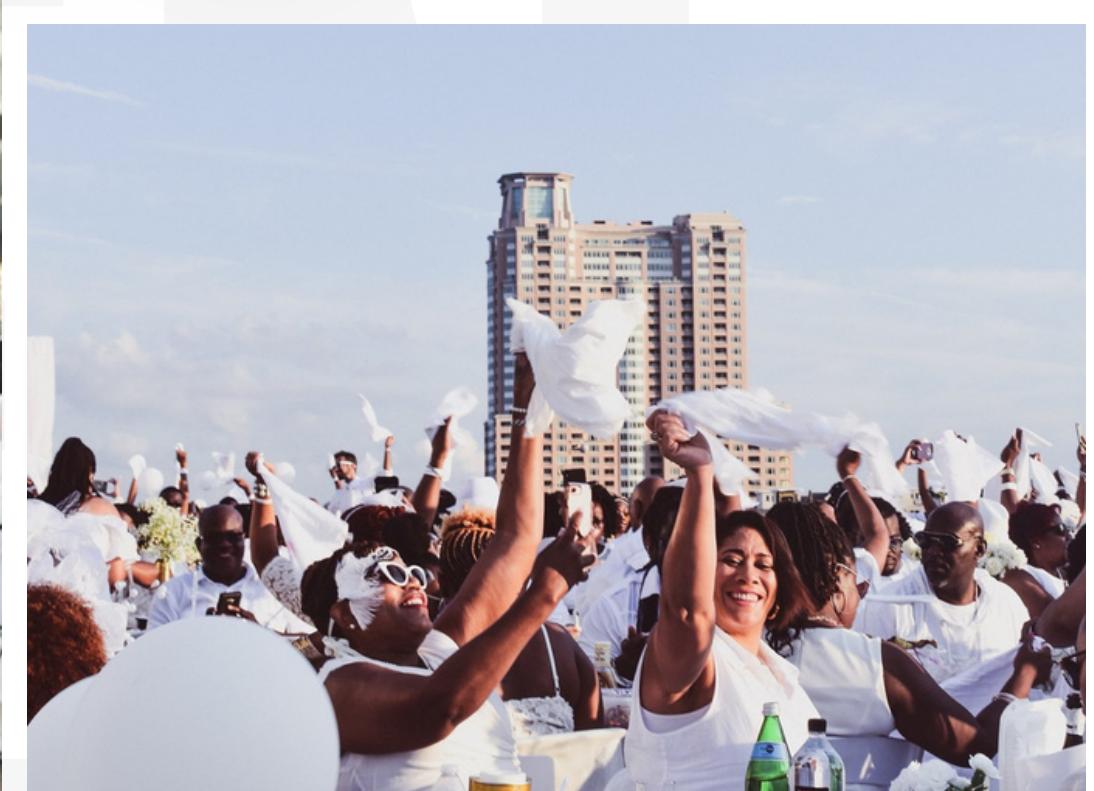
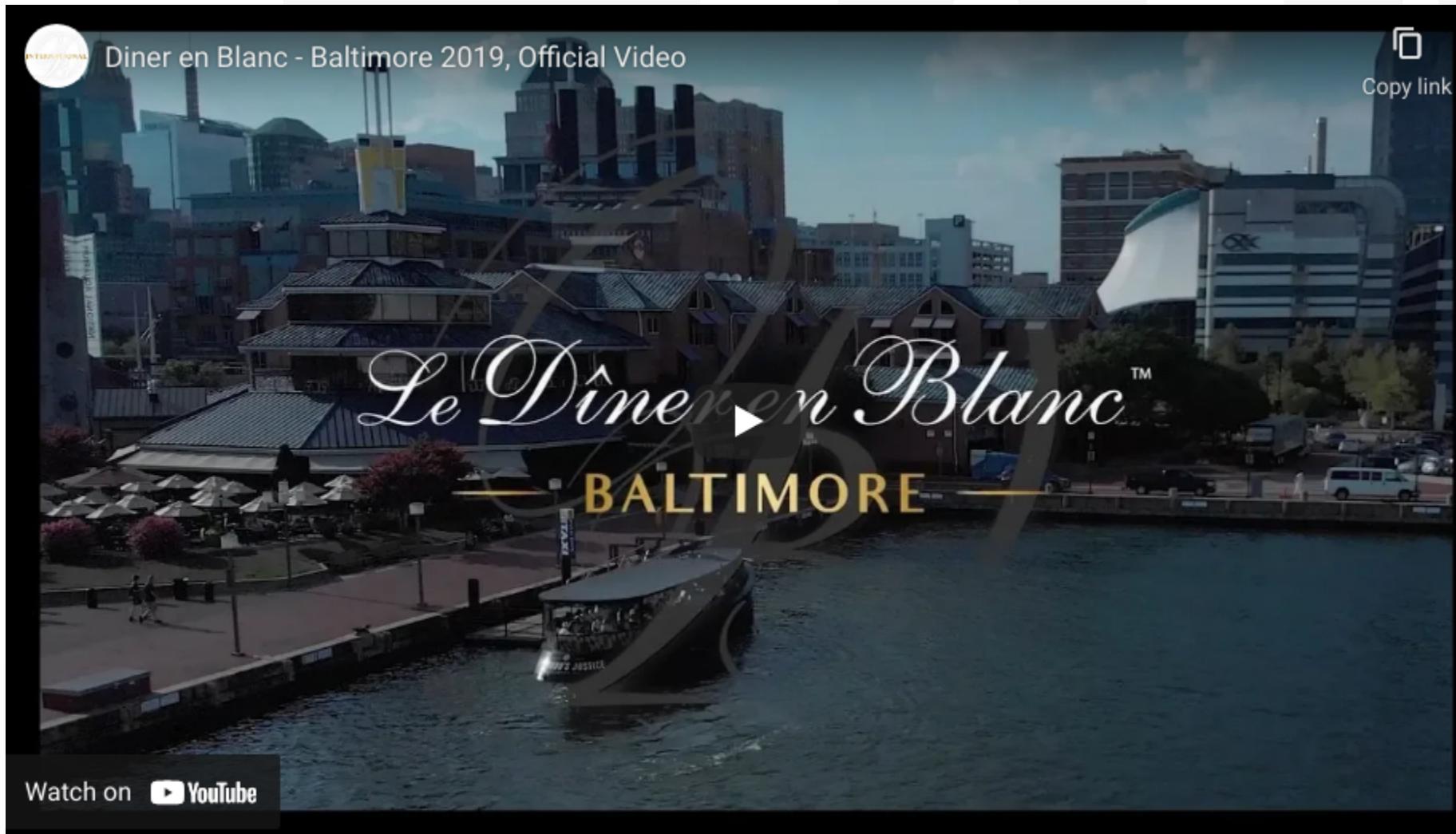
MOONRISE HIGHLIGHTS // AUGUST 2016-2019



BROCCOLI CITY HIGHLIGHTS // MAY 2017-2018

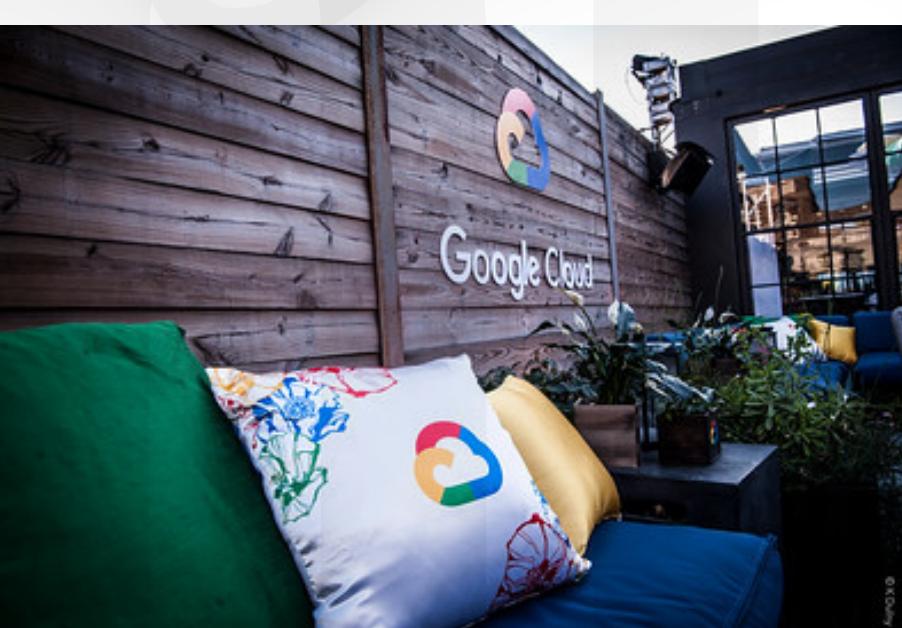
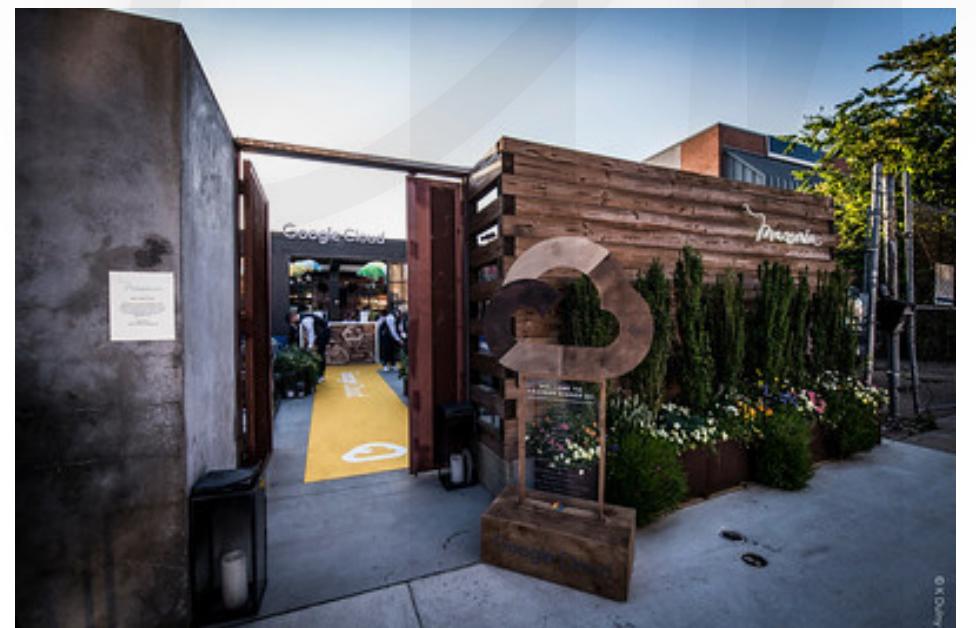
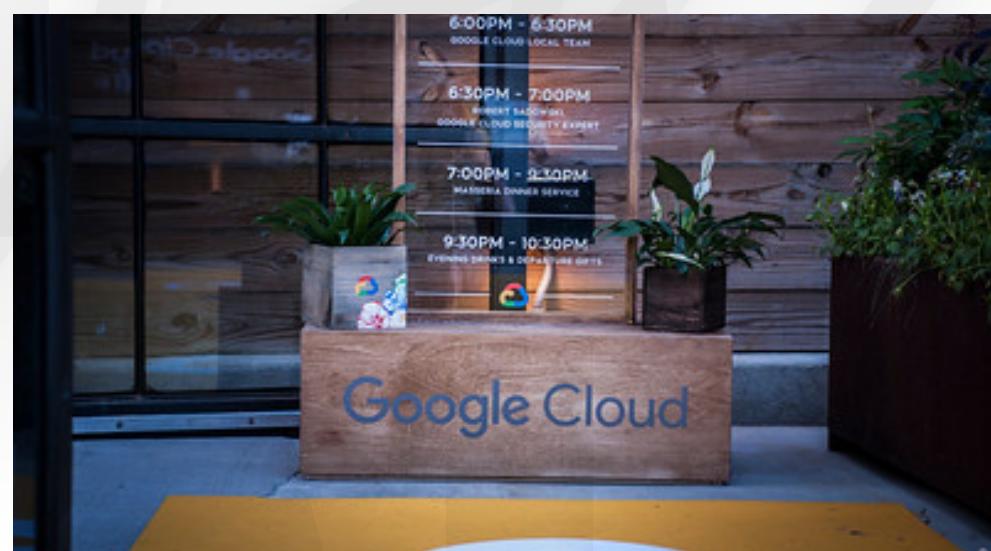
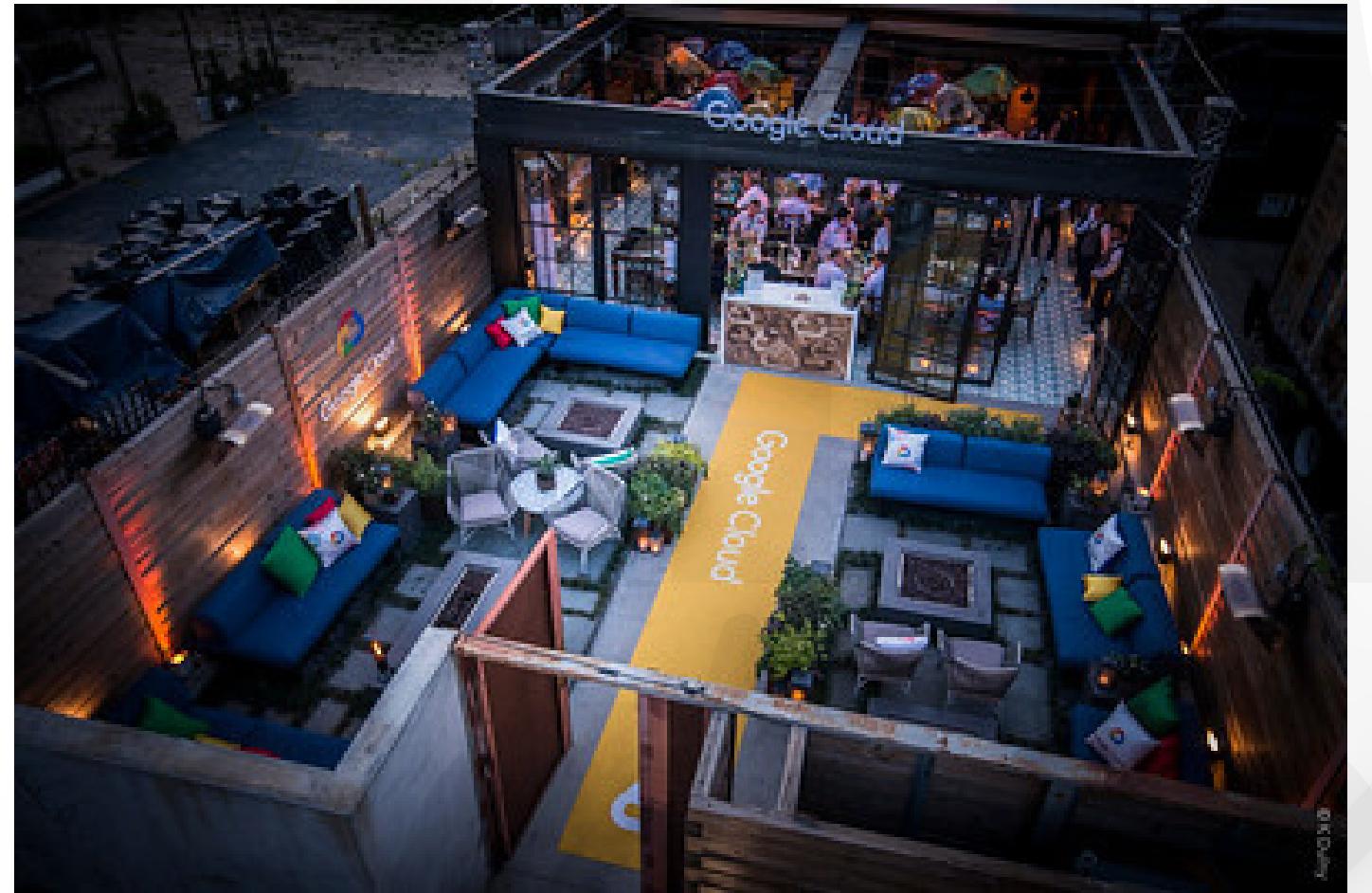
DECOR DESIGN / PRODUCTION MANAGEMENT / PROGRAMMING

LE DINER EN BLANC BALTIMORE // 2019



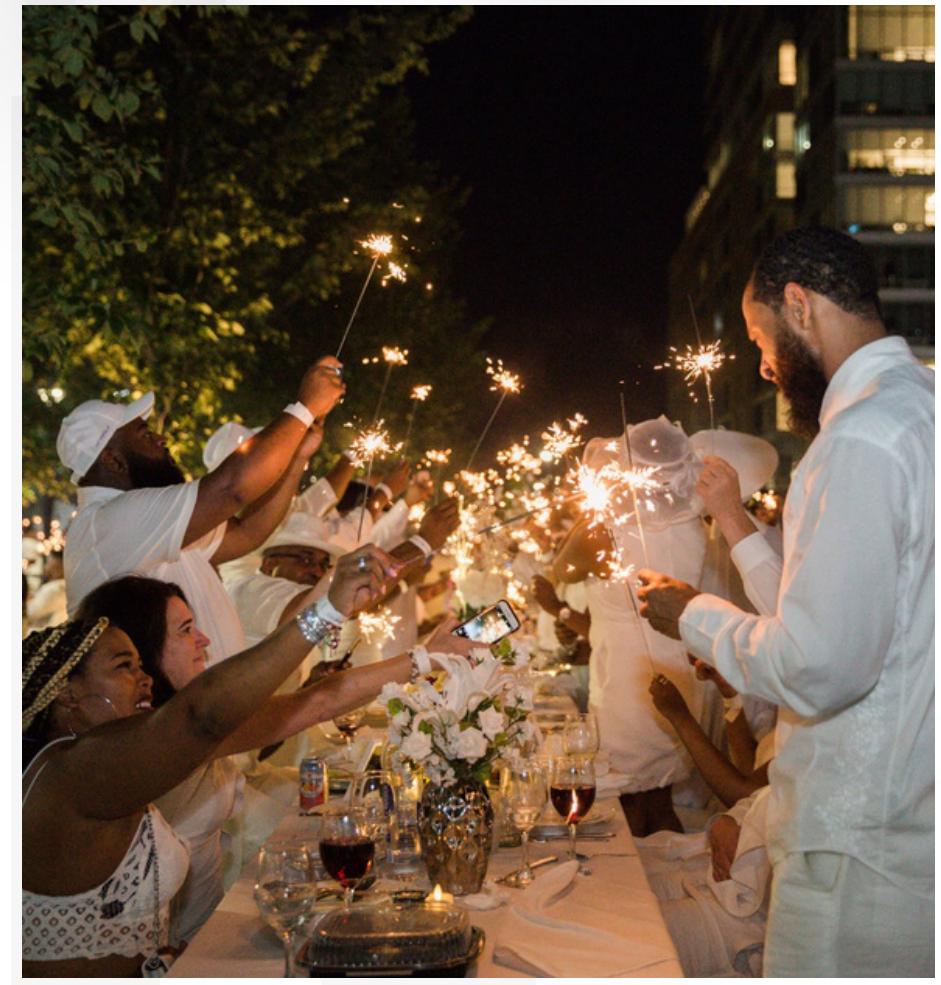
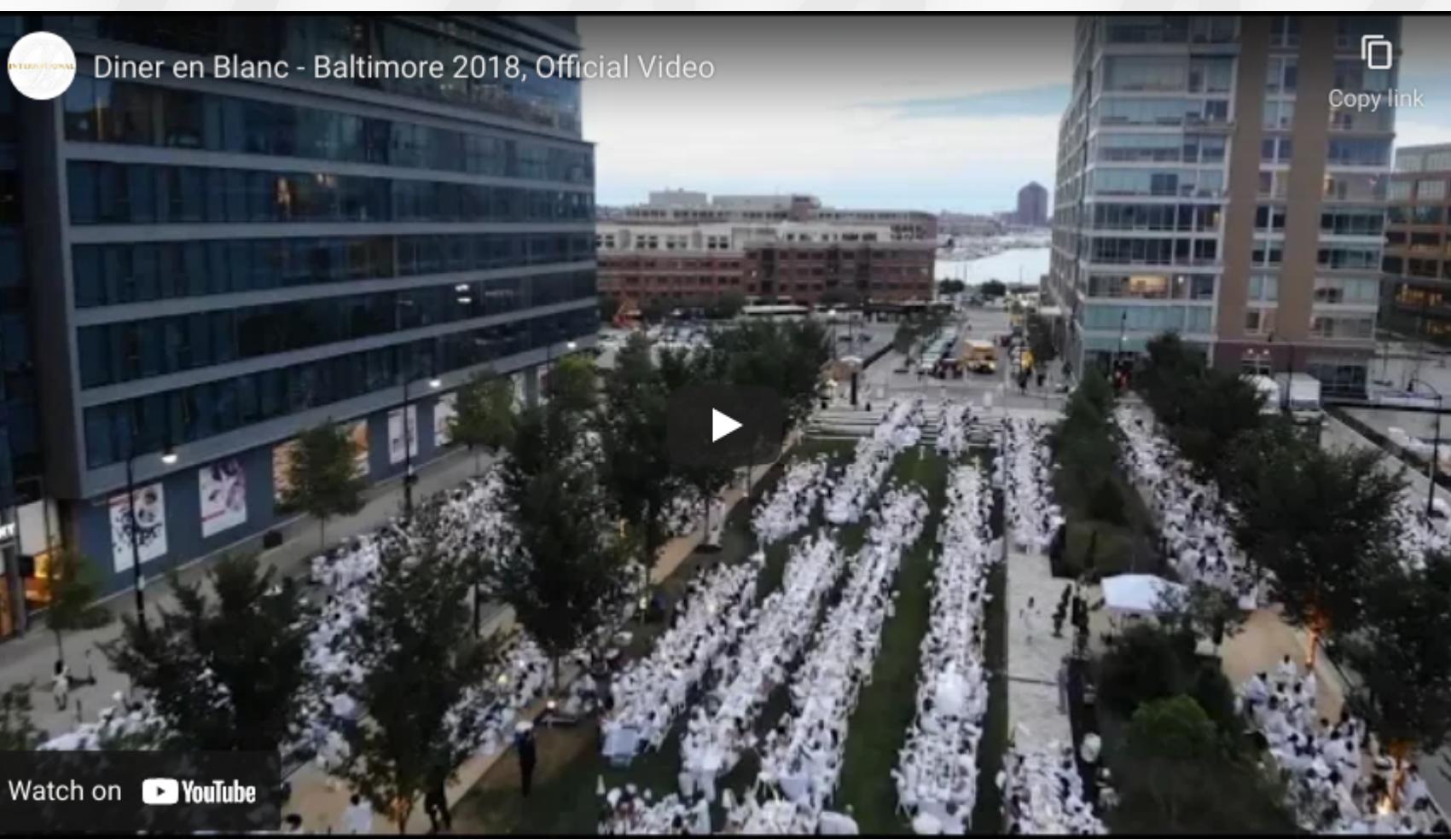
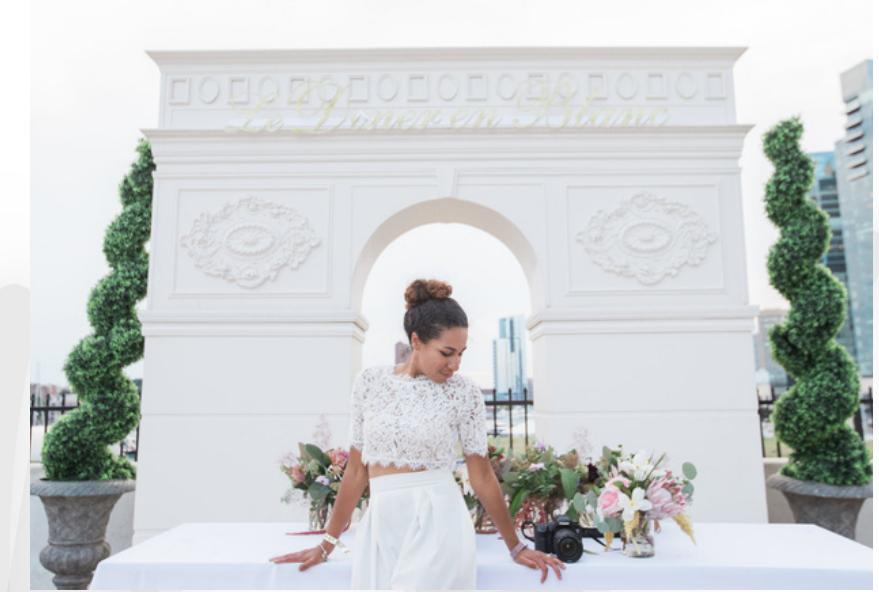
EVENT DECOR & STYLING

GOOGLE CLOUD EXECUTIVE DINNER // MAY 2018



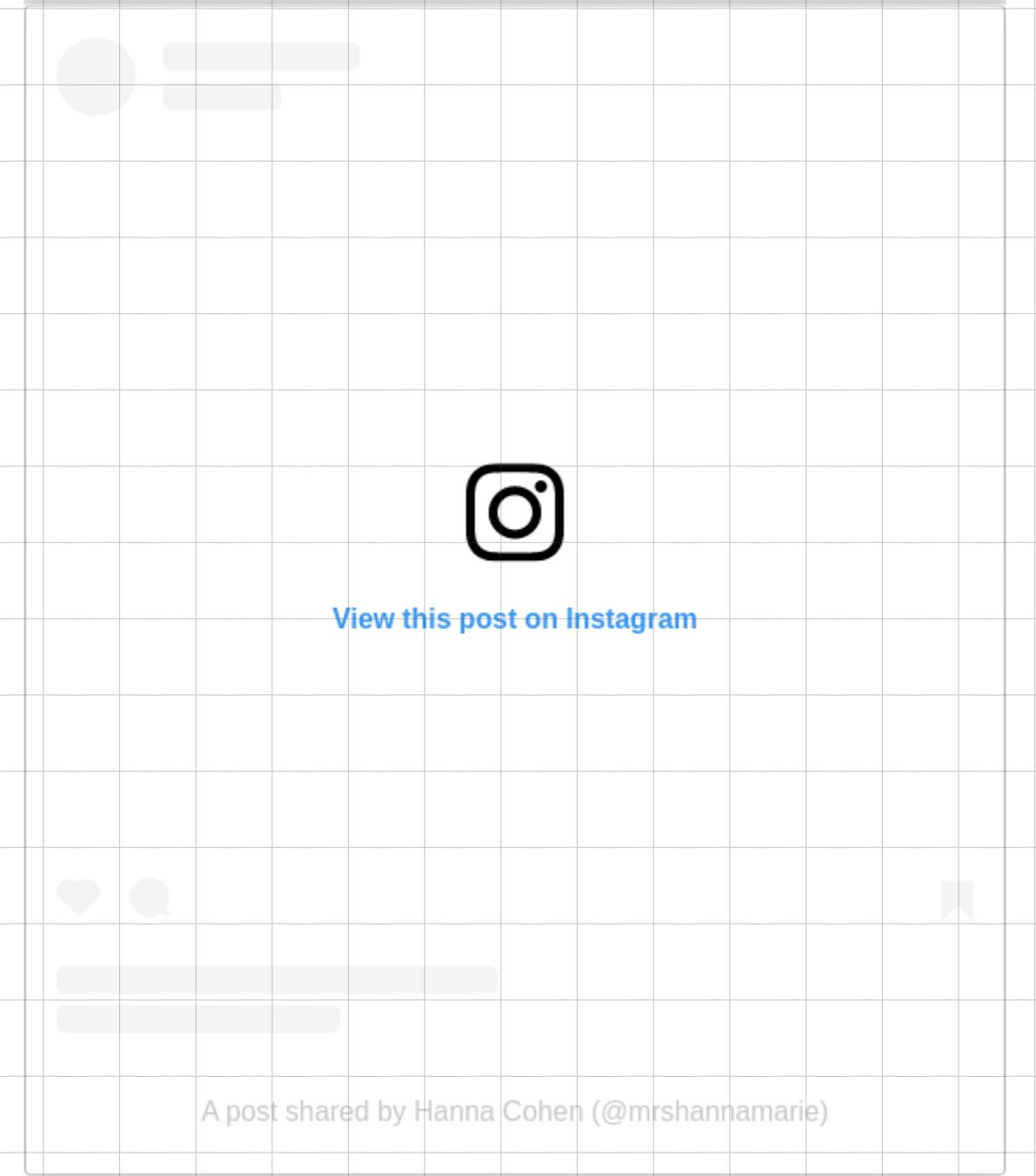
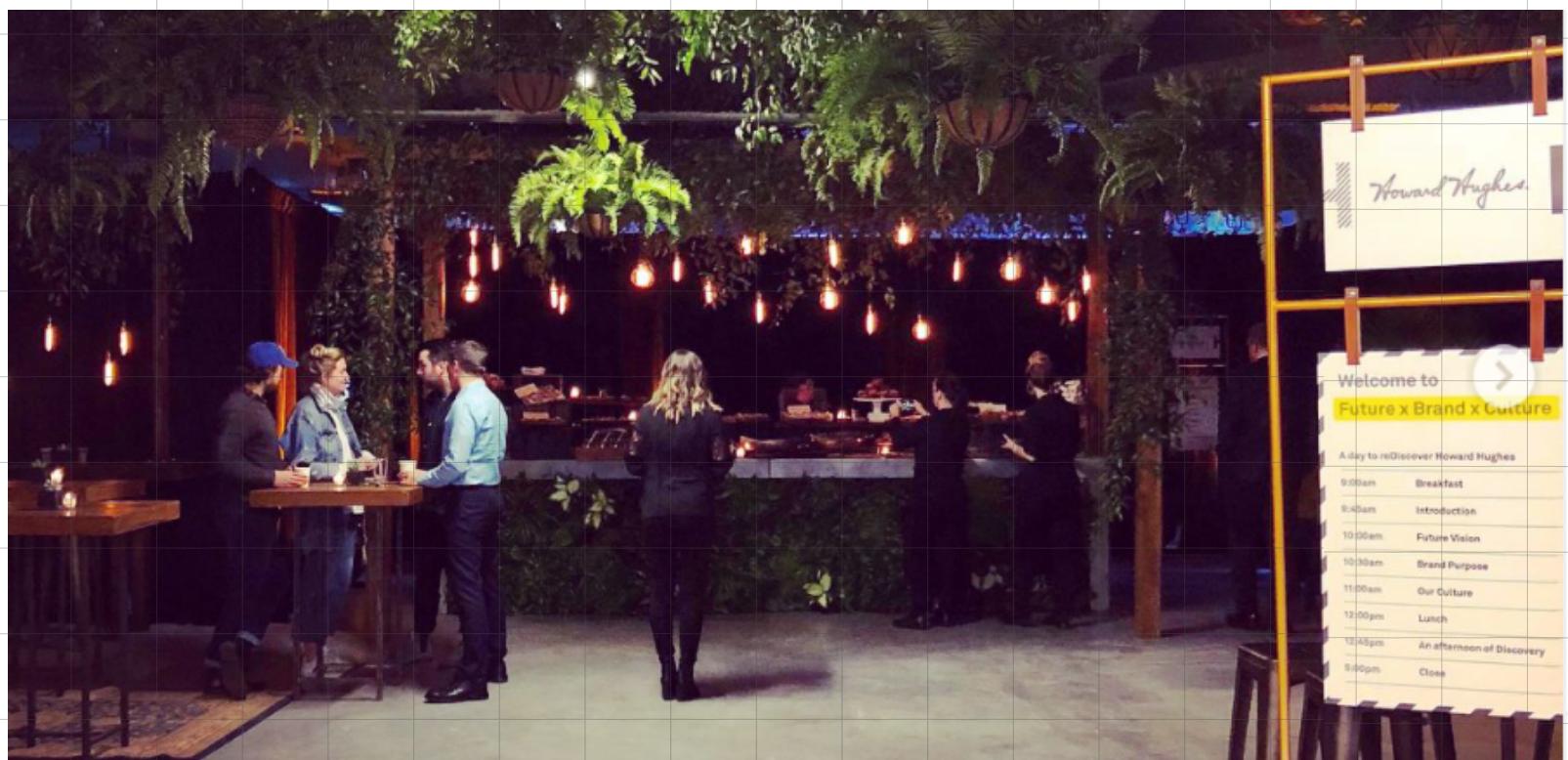
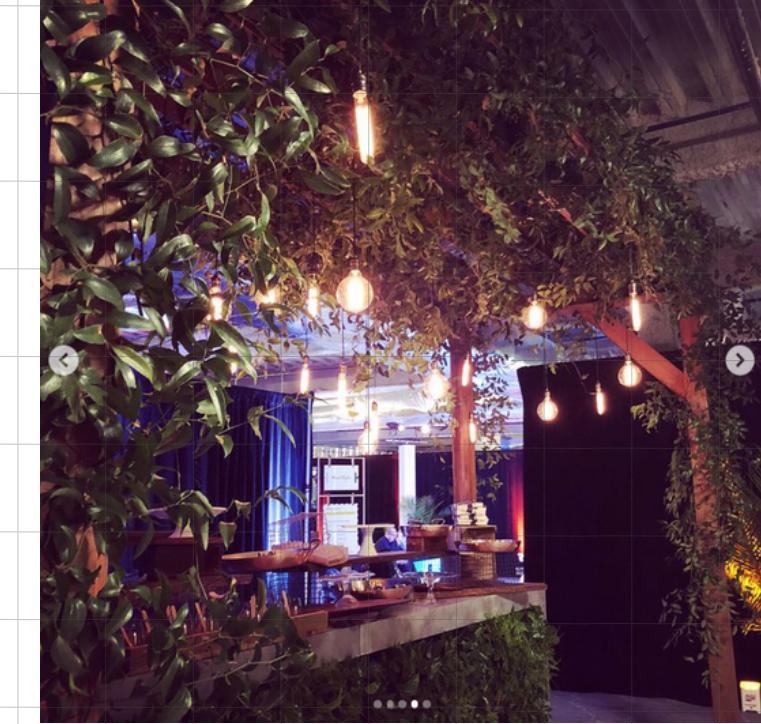
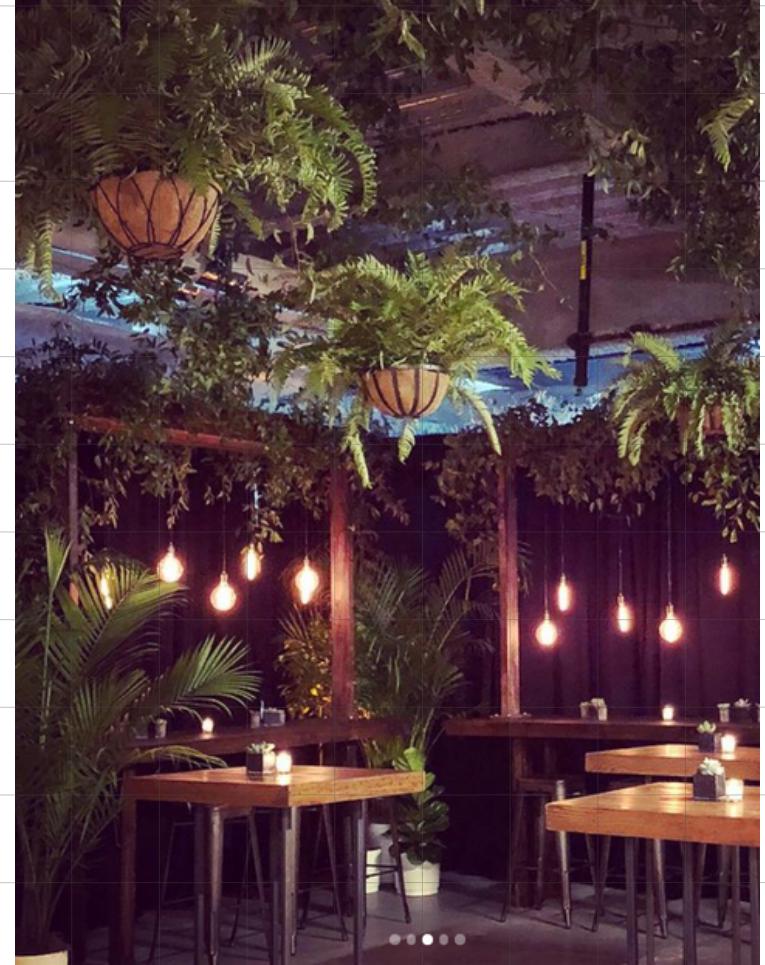
DECOR DESIGN / PRODUCTION MANAGEMENT / PROGRAMMING

LE DINER EN BLANC BALTIMORE // AUGUST 2018



EVENT DECOR & STYLING

THE HOWARD HUGHES CORPORATION // JANUARY 2018



** DOUBLE CLICK ON LINK (ABOVE) TO VIEW POST & PLAY VIDEO**

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content

DECOR DESIGN / PRODUCTION MANAGEMENT / PROGRAMMING

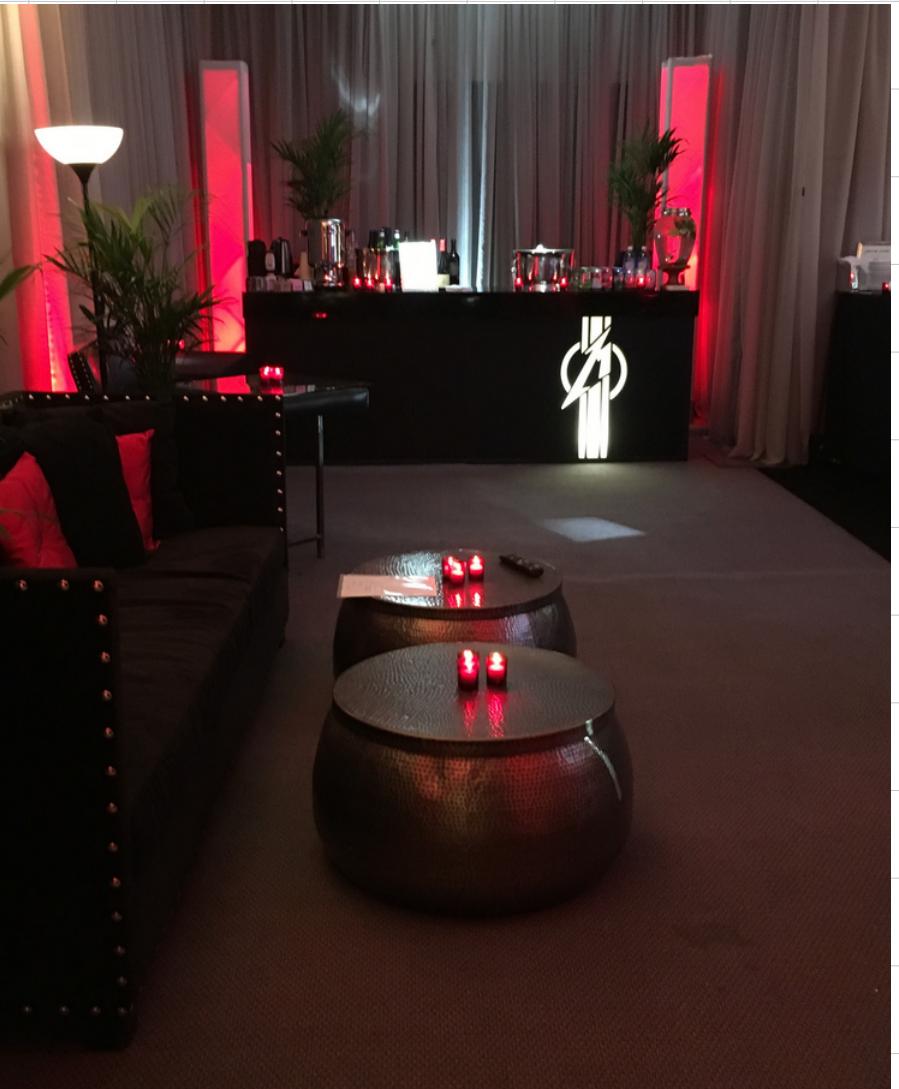


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EVENT DECOR & STYLING

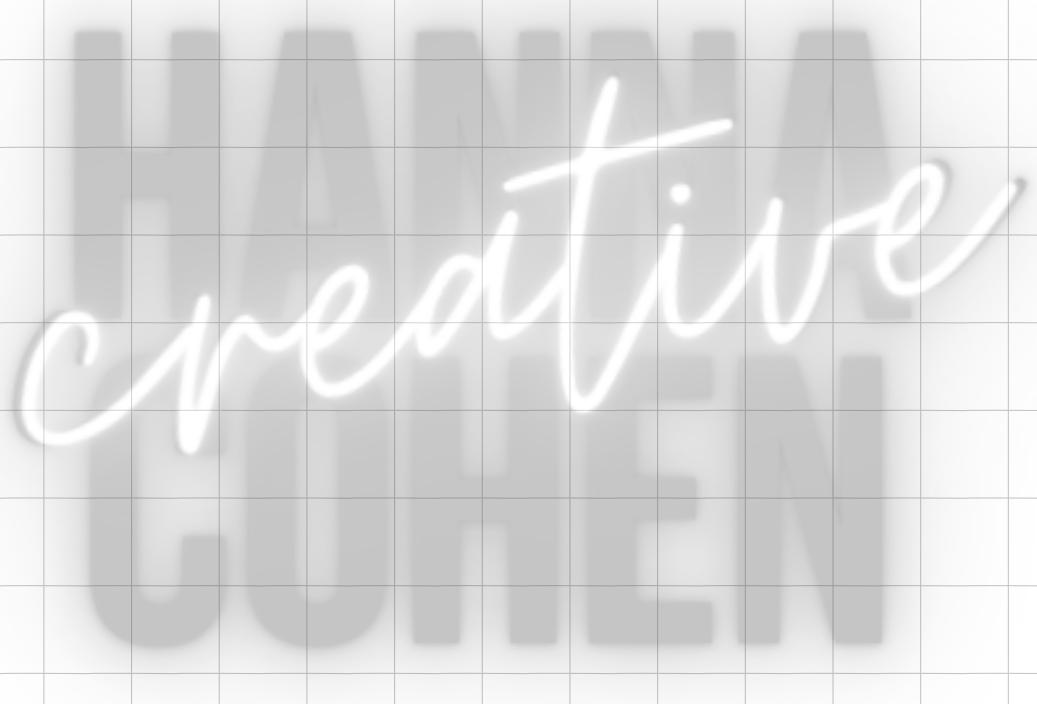
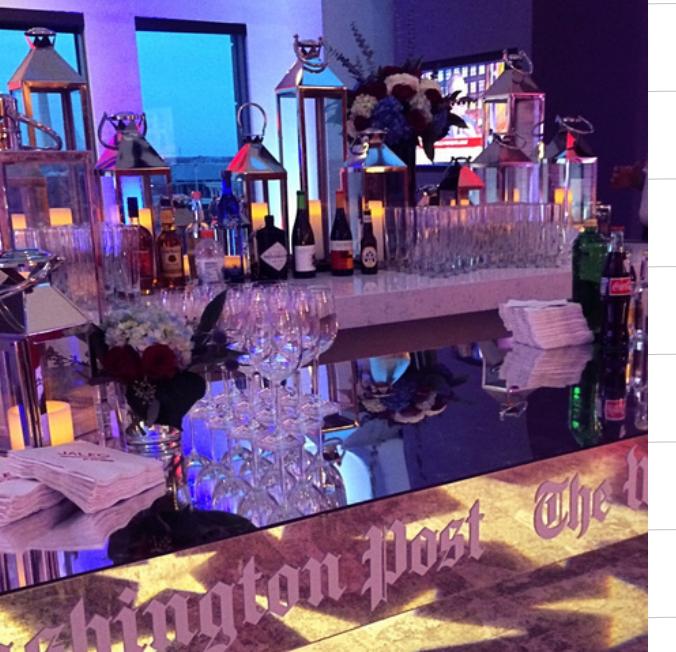
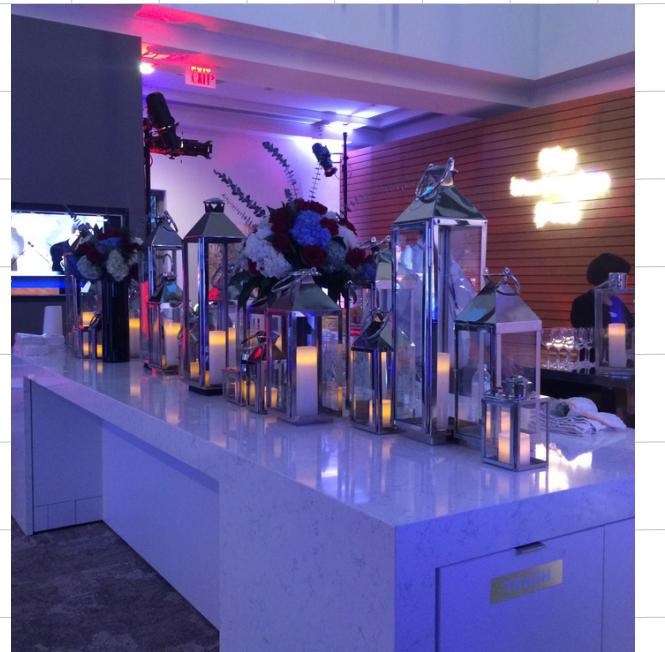
METALLICA VIP AT M&T BANK STADIUM // SEPTEMBER 2017



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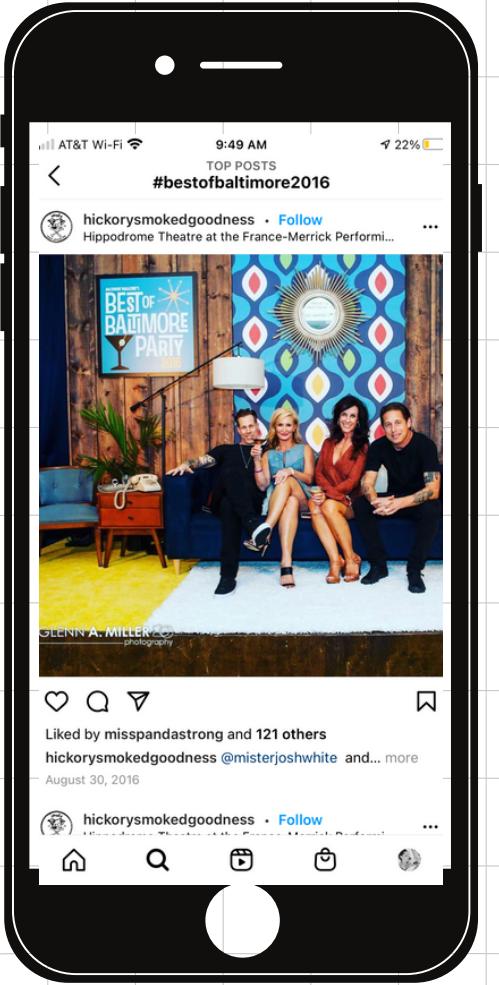
EVENT DECOR & STYLING

THE WASHINGTON POST - ELECTION VIEWING PARTY // NOVEMBER 2016



EVENT DECOR & STYLING

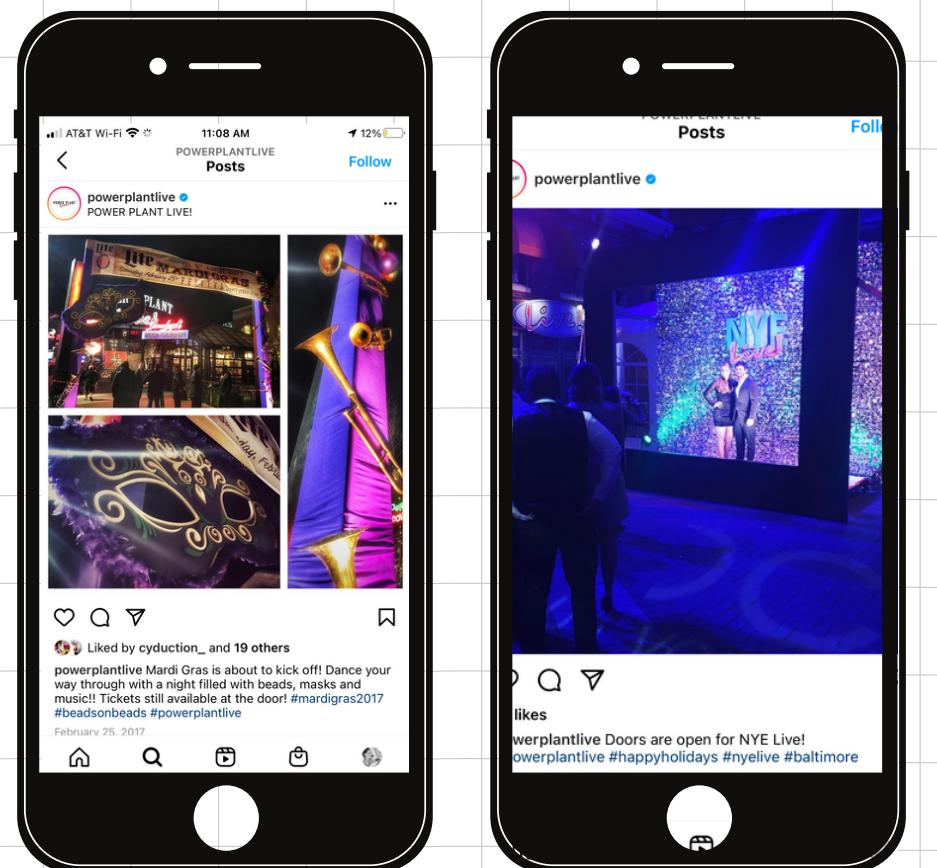
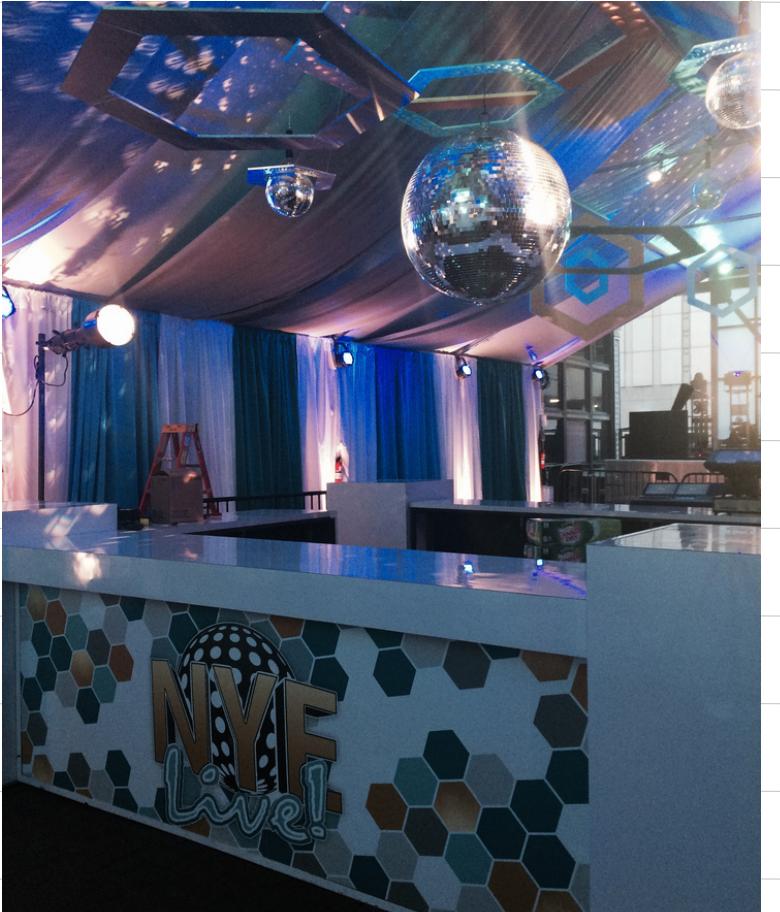
BEST OF BALTIMORE PARTY ENTRANCE & PHOTO OP // AUGUST 2016



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EVENT DECOR & STYLING

POWER PLANT LIVE! BALTIMORE - EVENT HIGHLIGHTS 2016-2019



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power plant live!



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Thank you for your time and consideration!
I very much hope to have the opportunity to speak further
about future events.

Hanna Cohen

HANNA COHEN, OWNER & PRINCIPAL DESIGNER
HANNA COHEN CREATIVE

EMBEDDED VIDEO LINKS:

https://youtu.be/BTc_rcI5FVU

https://youtu.be/KEX_692LAUE

<https://www.youtube.com/watch?v=NgdYPiSMwba>

https://www.youtube.com/watch?time_continue=161&v=rJmhQ_WVTI&feature=emb_logo