

EARTH SPEAKR

Artist Olafur Eliasson and AKQA created an inclusive artwork for and with the kids of the European Union. Commissioned to commemorate the German Presidency of the Council of the European Union, the work set out to illuminate the unified reality of a shared future. Earth Speakr gives a voice to both kids and the planet, inviting today's decision-makers and global leaders to listen.

Through an app active from 2020 to 2022, the artwork invited kids to speak up for the planet and adults to listen up to what they had to say

<https://earthspeakr.art>

Architecture
Technical Direction
PoC Development
Backend Development

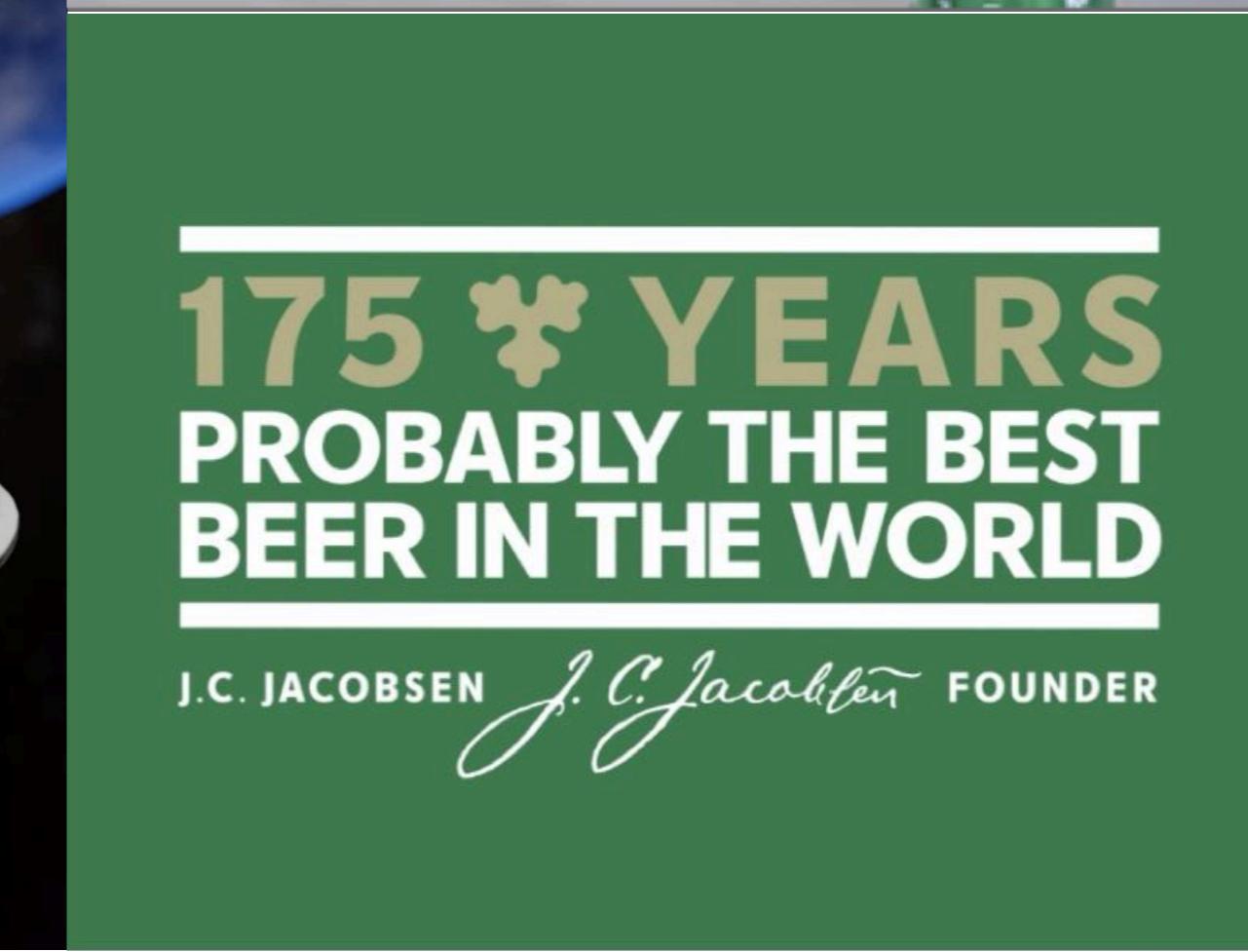


175 YEARS ARE EXPERIENCE

Augmented Reality experience celebrating Carlsberg's 175th anniversary. Web-based mobile app with camera recognition object as anchor for a set of thematic 3D animated scenes placed around the can

[https://www.akqa.com/work/carlsberg/
brewing-for-a-better-world](https://www.akqa.com/work/carlsberg/brewing-for-a-better-world)

Technical Direction
PoC Development



Carlsberg

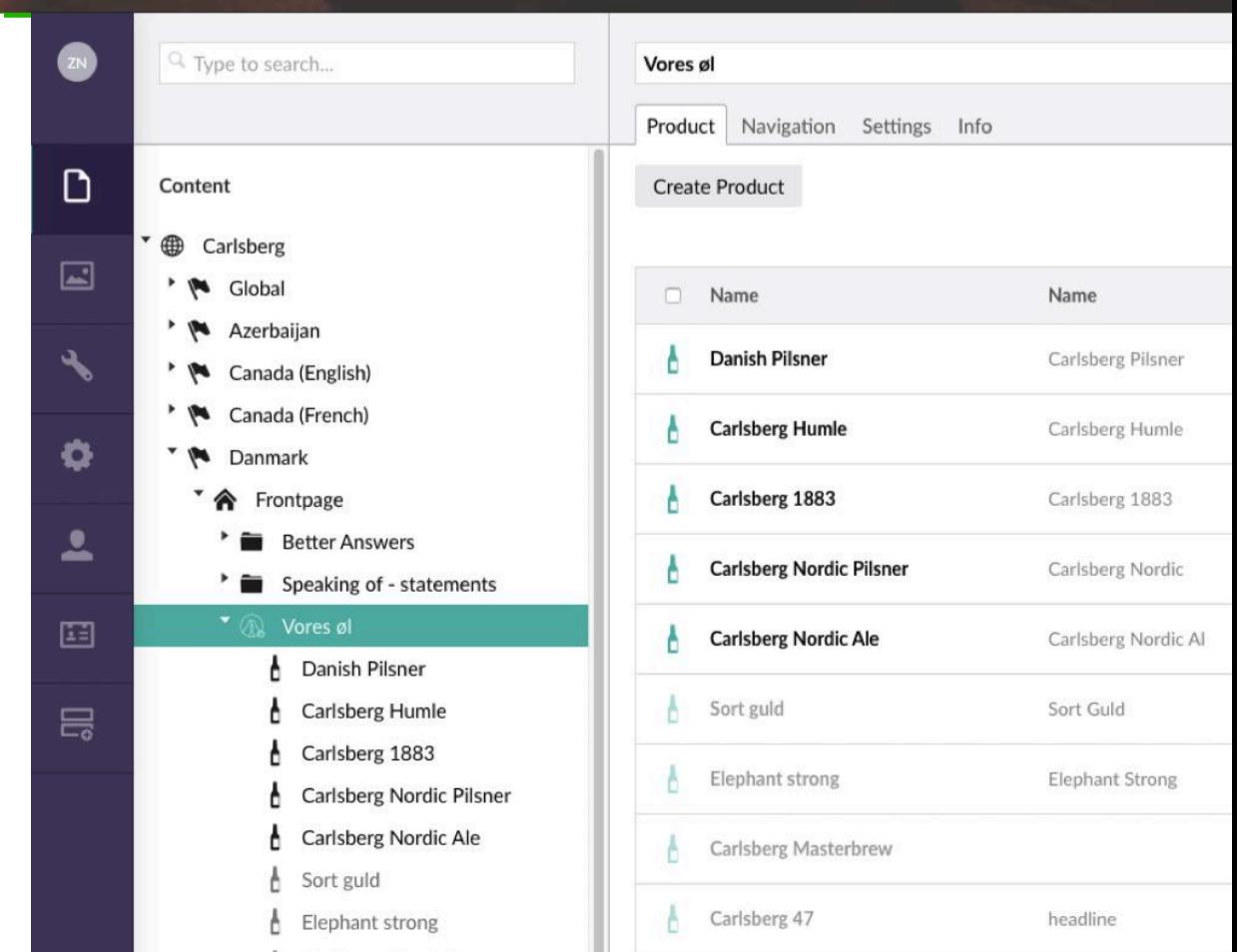
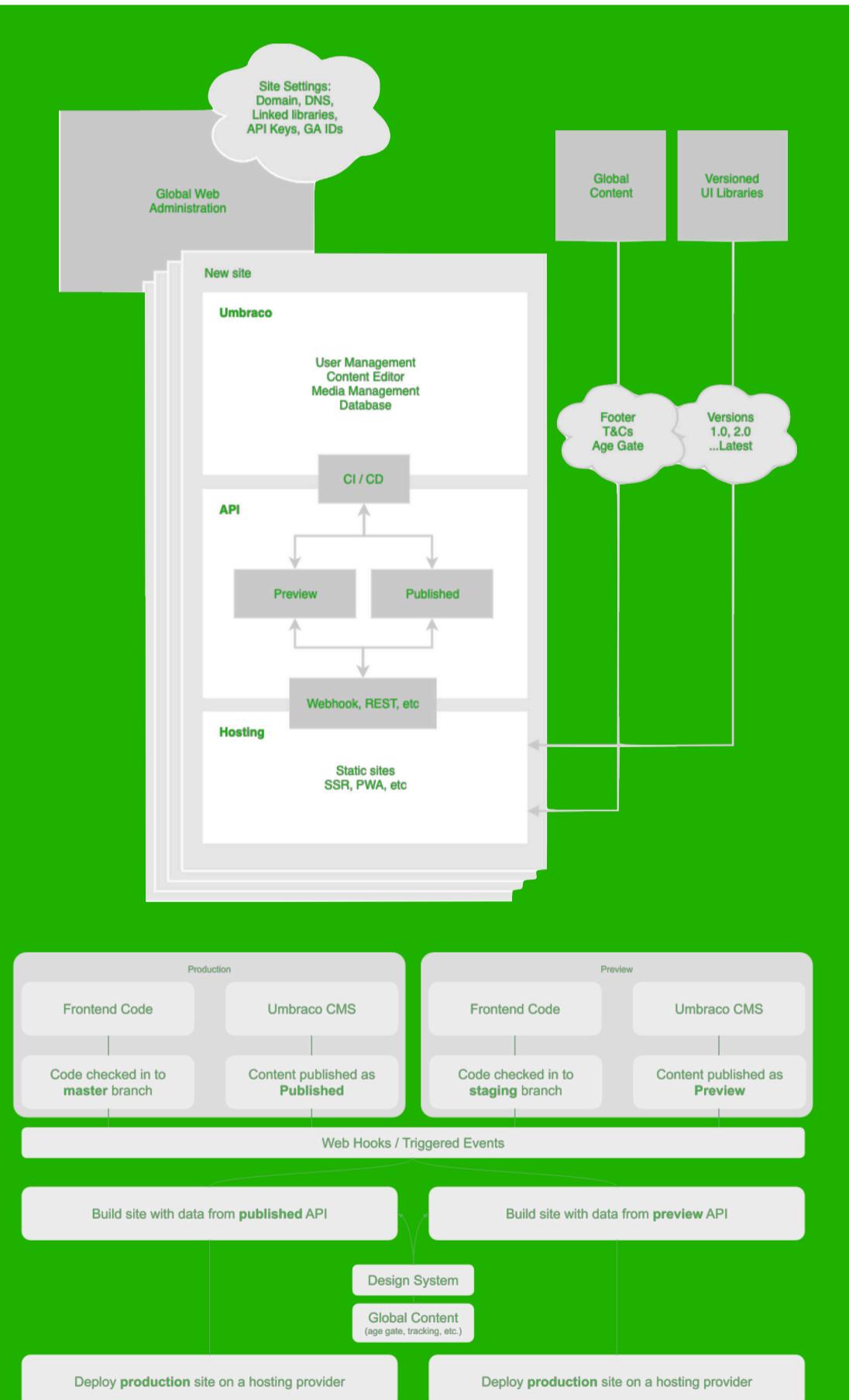
CARLBERG HEADLESS PLATFORM

Headless and decoupled, Jamstack platform architecture for the creation and management of all of Carlsberg brand websites. built upon the open source version of Umbraco CMS.

The solution features an extensive set of components with matching API layers and extendable services for combining content from various providers.

The solution has been used on Carlsberg, Brooklyn, Grimbergen, Holsten, Tuborg, Jacobsen and many other websites

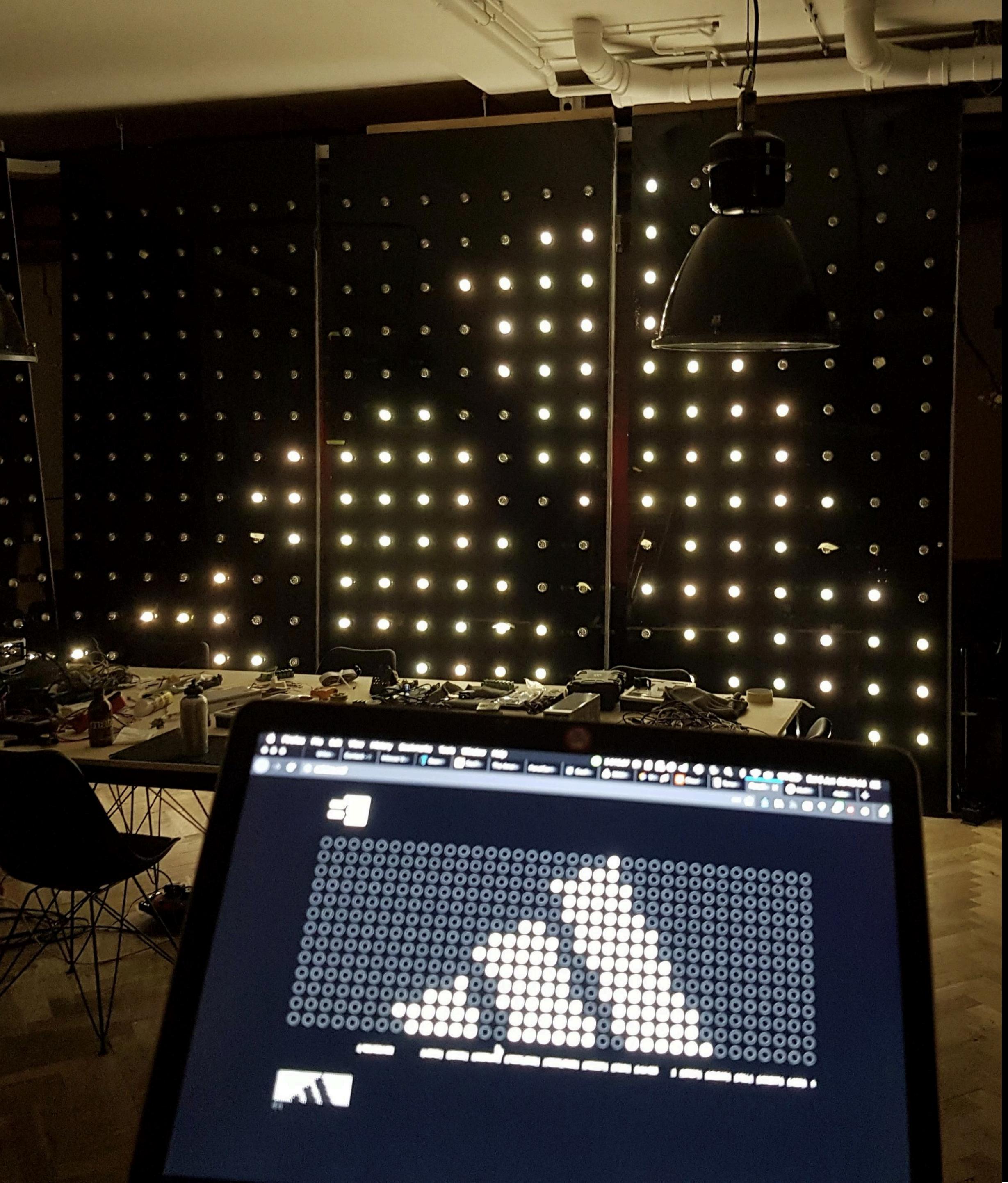
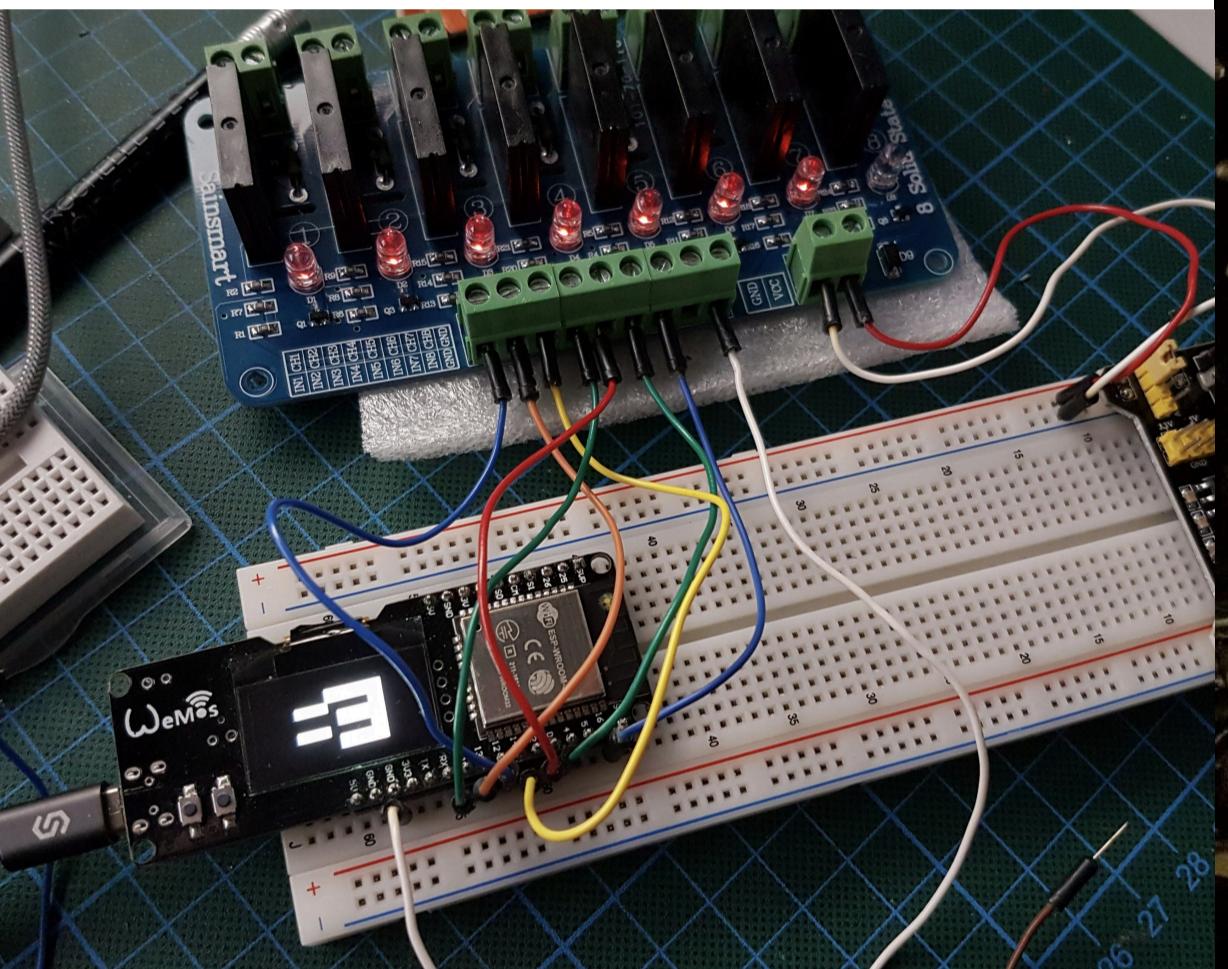
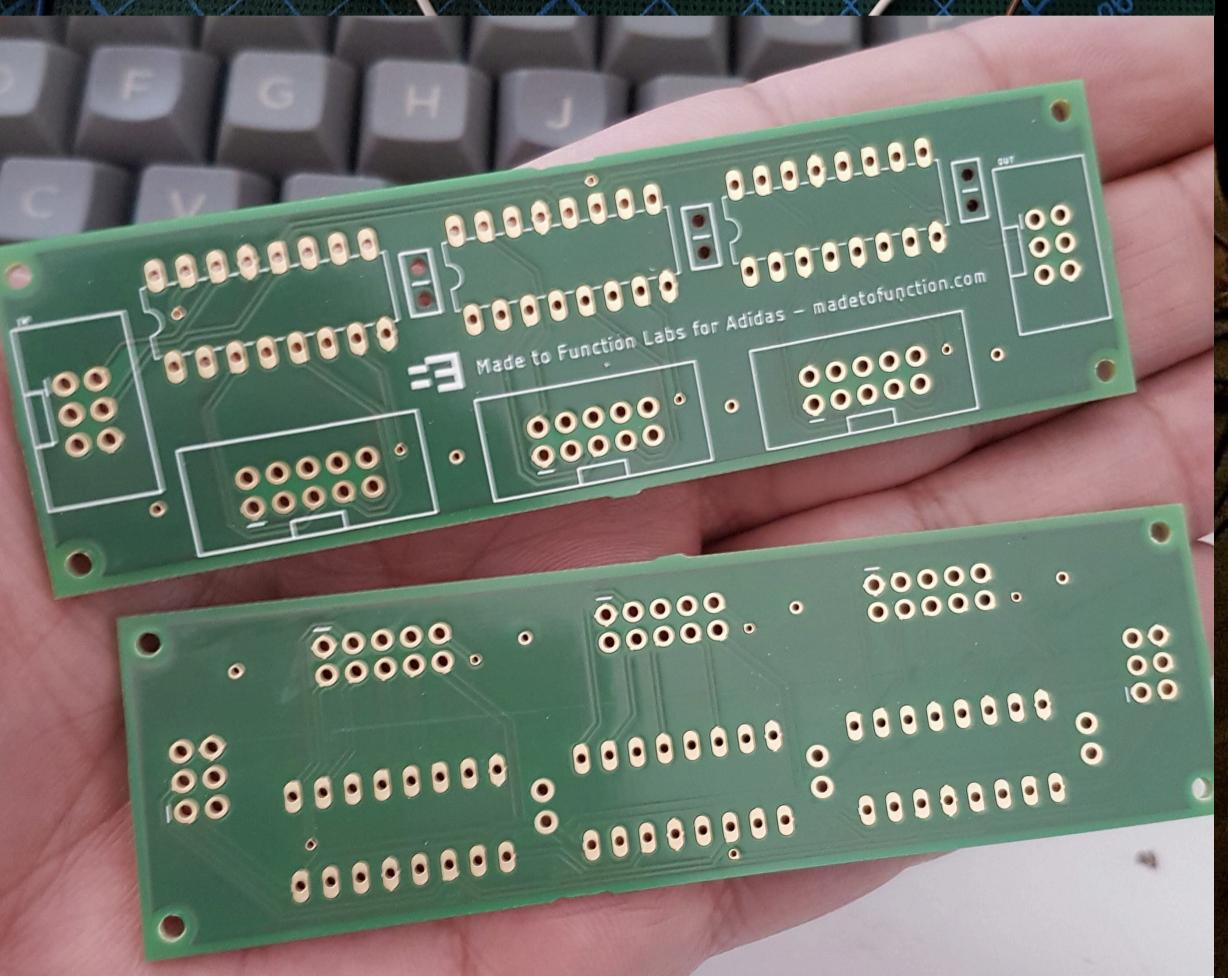
Architecture
Technical Direction
PoC Development



INTERACTIVE LIGHT PANEL

Interactive Light Installation for Adidas' Amsterdam studio, consisting of 468 individually addressed lightbulbs controlled by a web interface, running on an ESP32 board

Concept & Installation
Full-stack & IoT Development
Hardware design & production

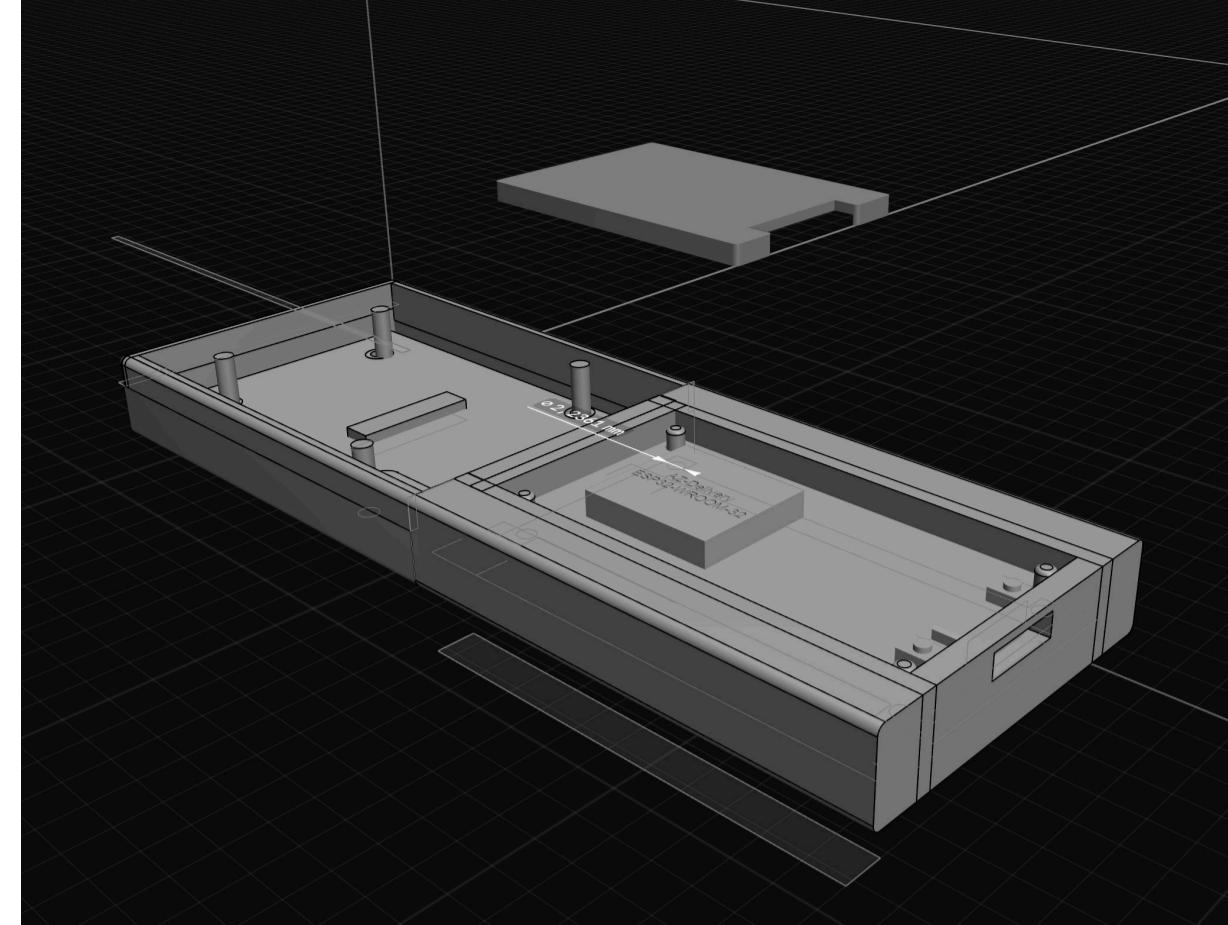
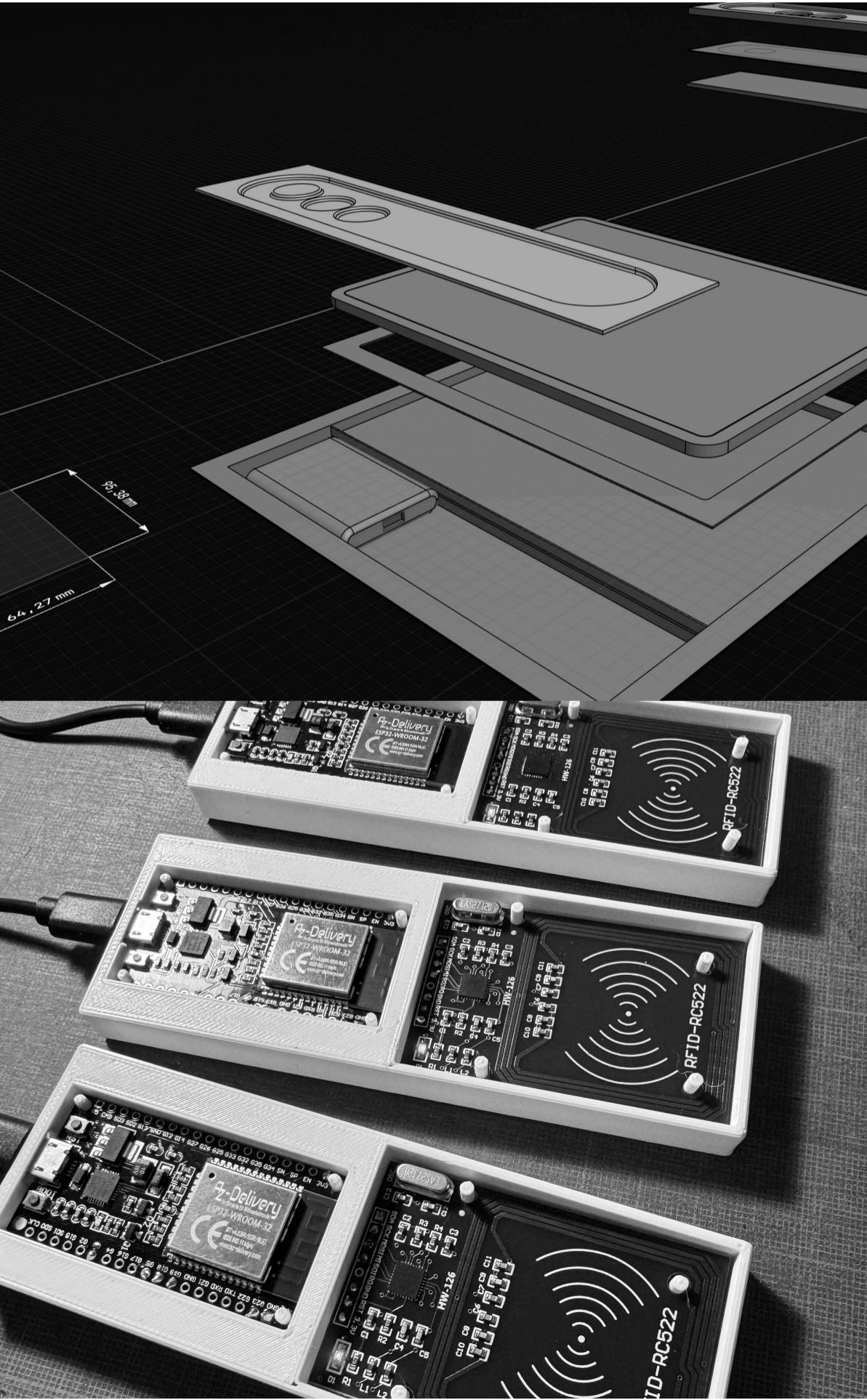


FUTURE STORE EXPERIENCE

Interactive tray as part of GJ's Future Store Experience, using a tablet and an ESP32 controlled RFID reader, encased in a custom-designed tray. The tray identifies a tagged product to show further information

Technical Direction
Full-stack + IoT Proof-of-Concept
CAD & 3D Printing

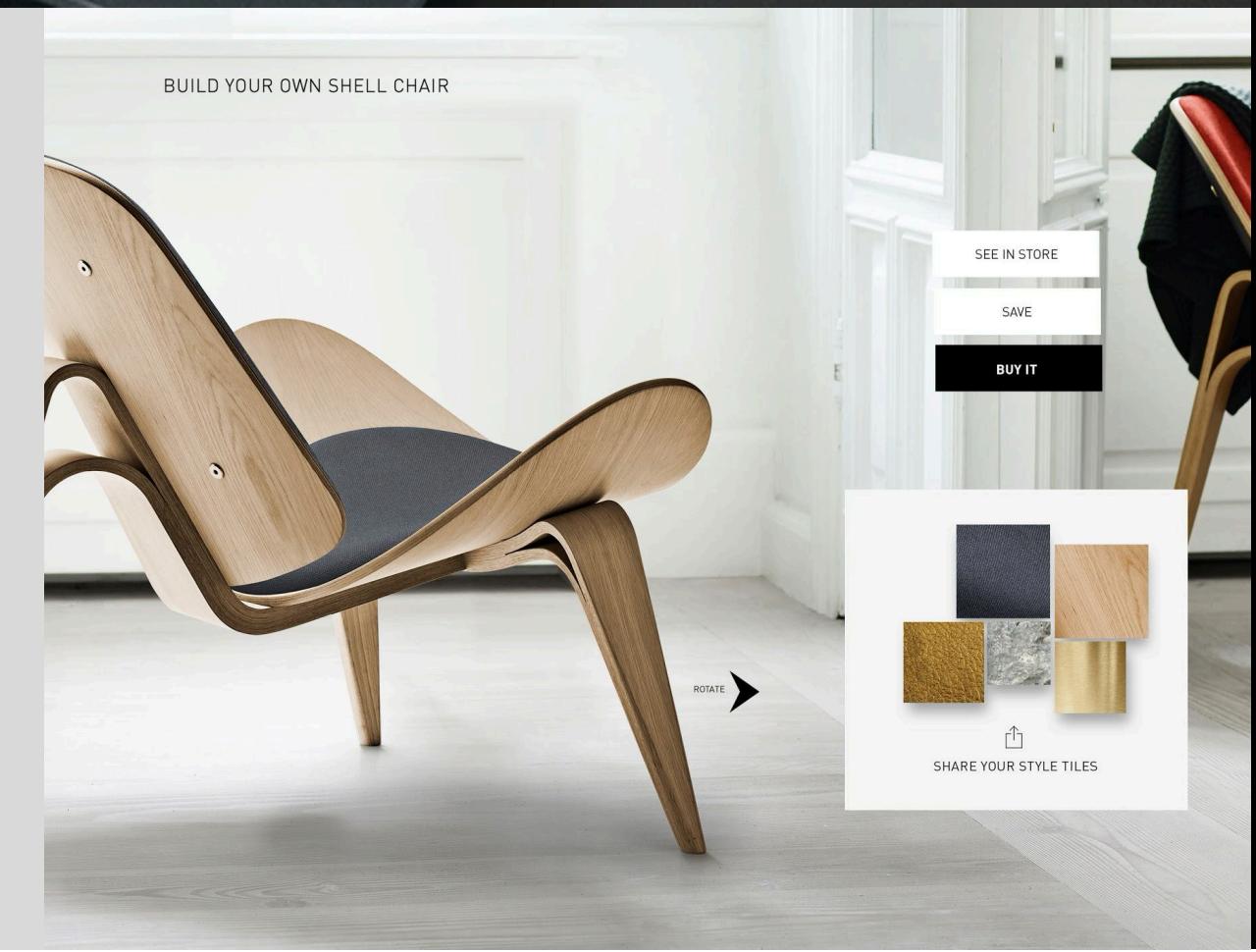
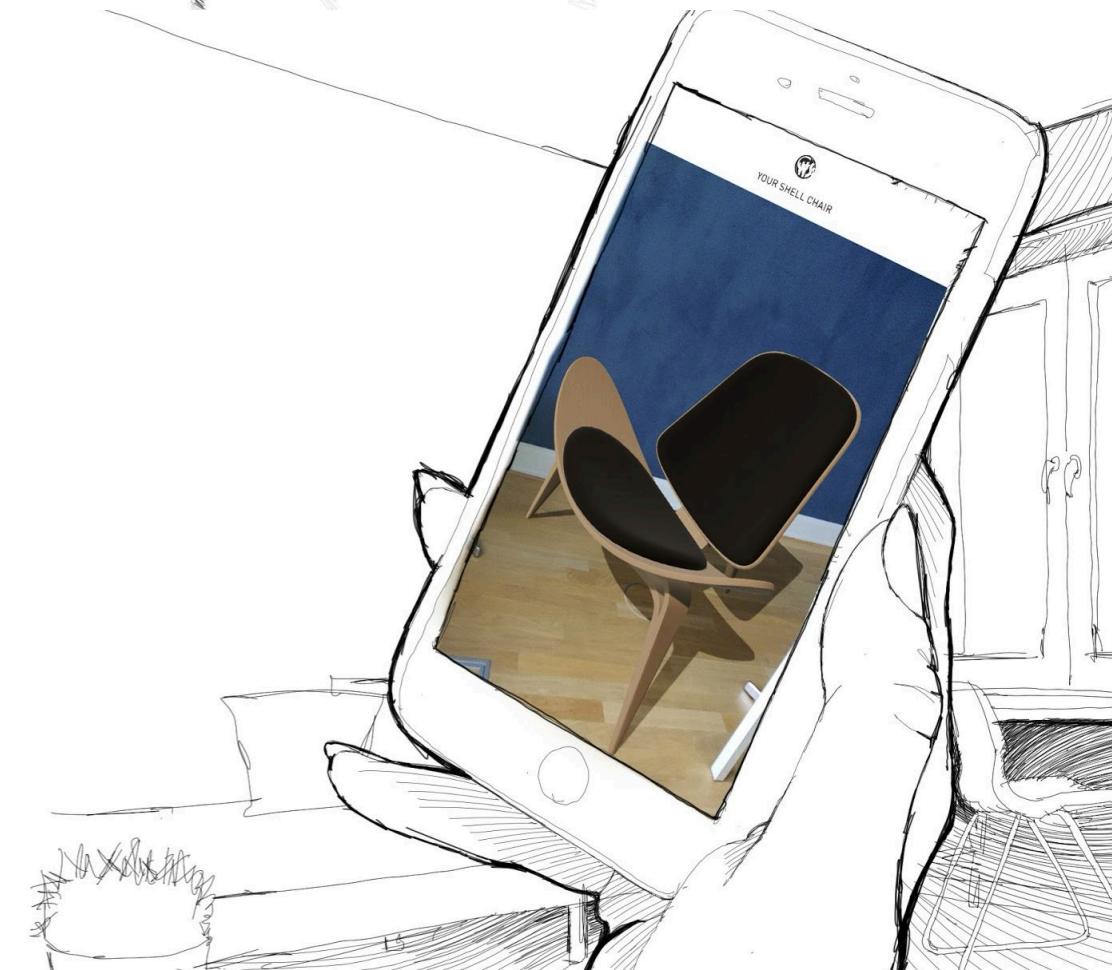
GEORG JENSEN



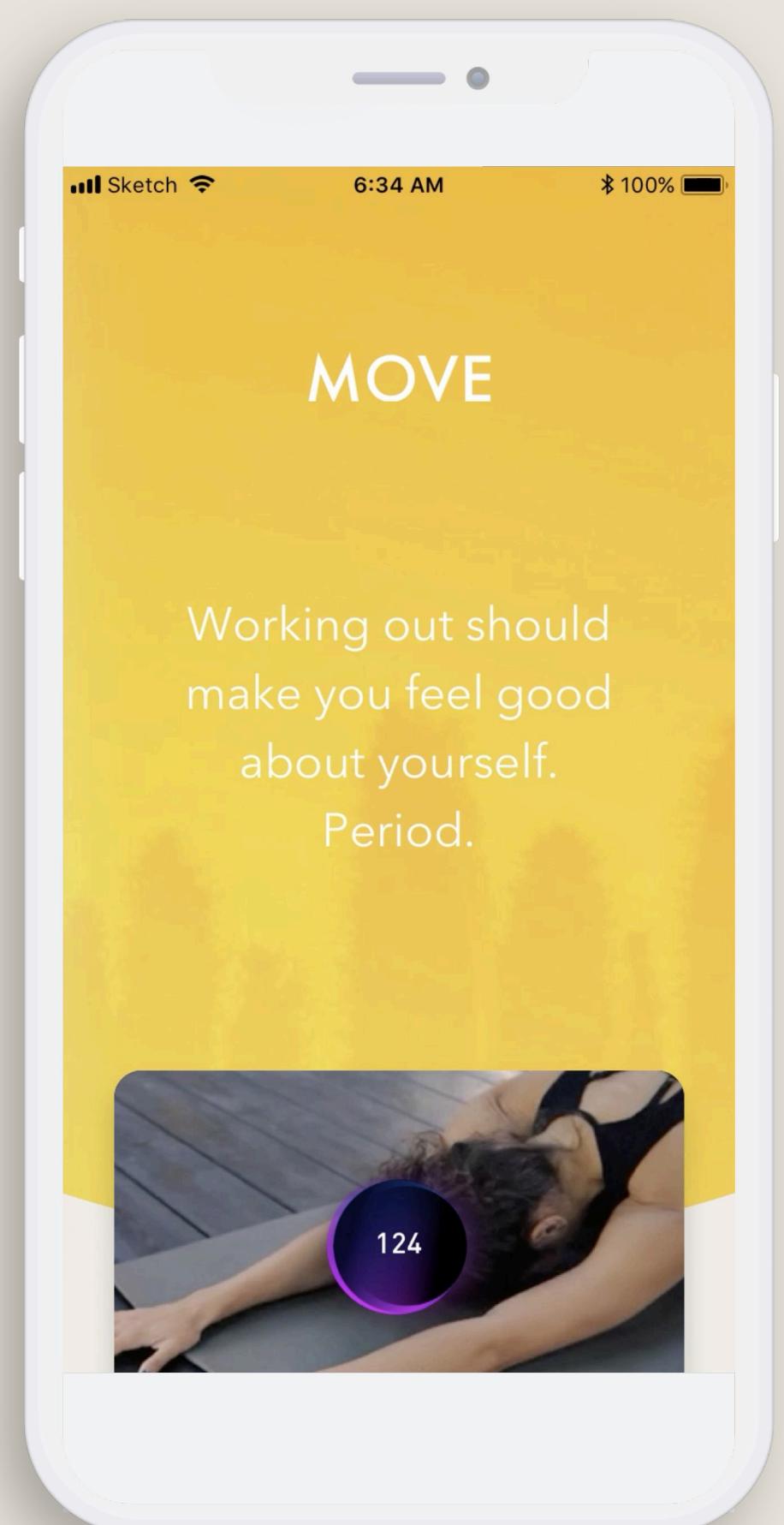
CARL HANSEN & SØN STYLE TILES

Interactive surface where customers can interact with RFID-tagged physical objects to select materials used in their chairs, seen in real-time on a large display and later in AR

Technical Direction
Full-stack PoC Development

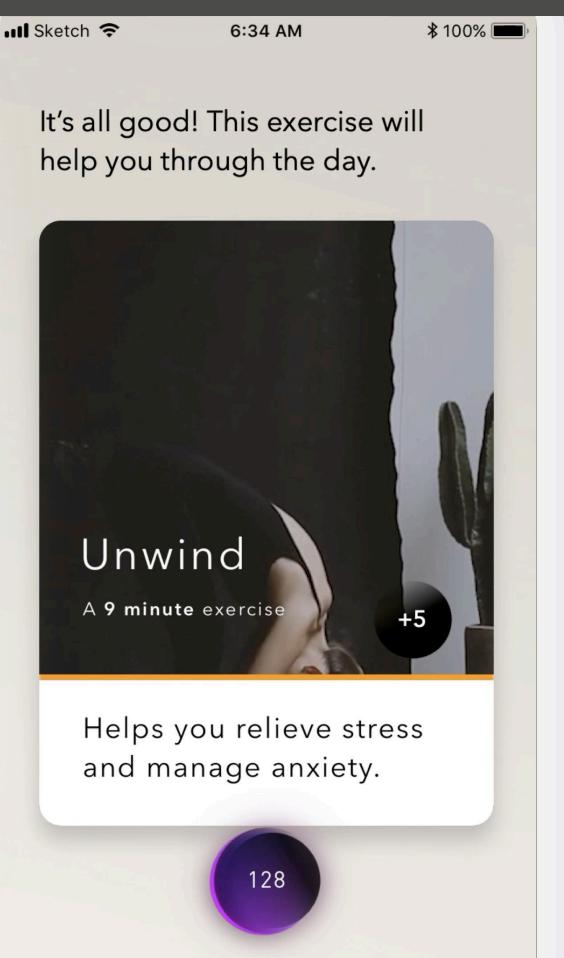


AIO HEALTH



Chatbot-driven health & wellness coaching app. Built on React Native, using DialogFlow (later BotXO), Firebase and DatoCMS. Featuring complex scoring and tracking to guide users' progress

Technical Direction
Architecture
Full-stack PoC development

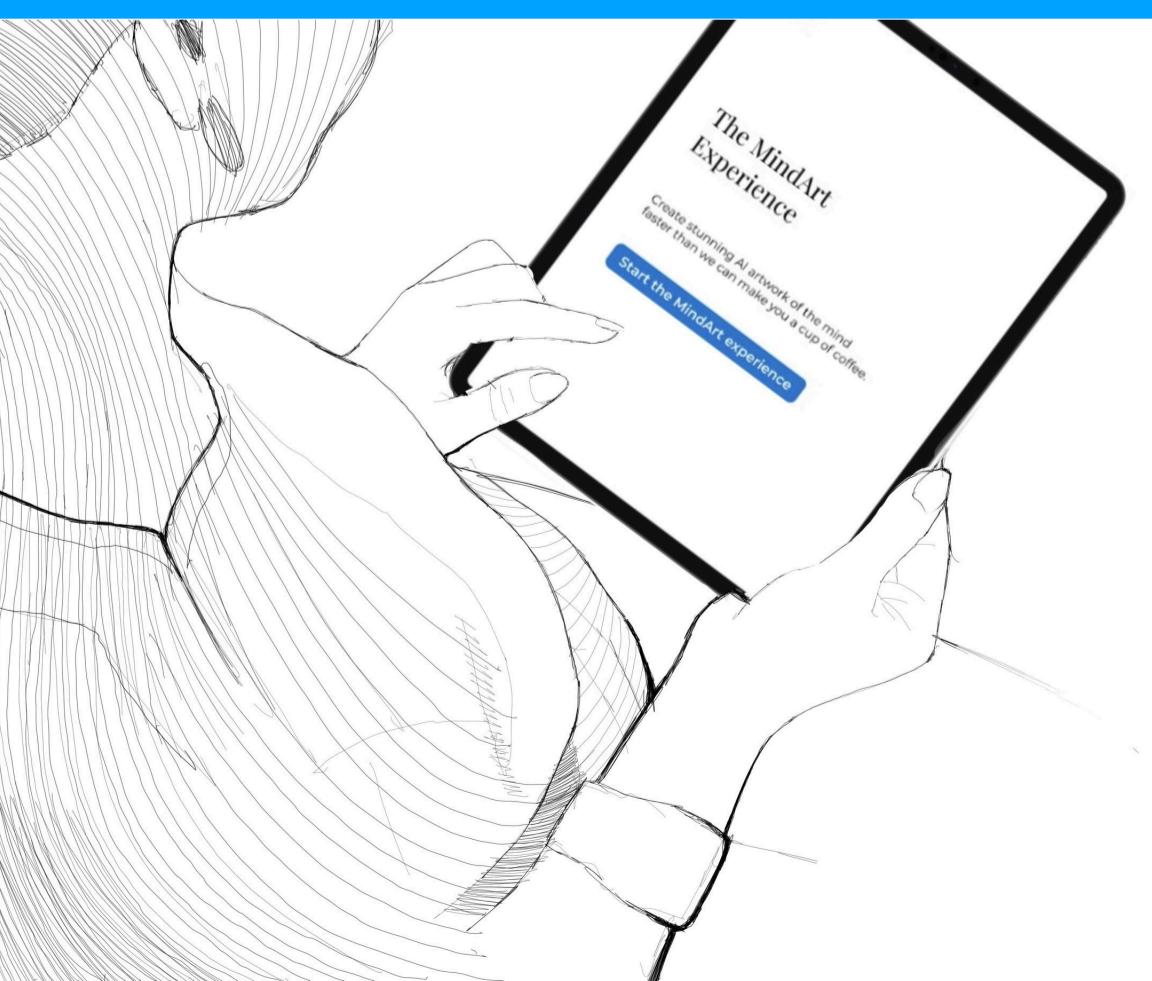
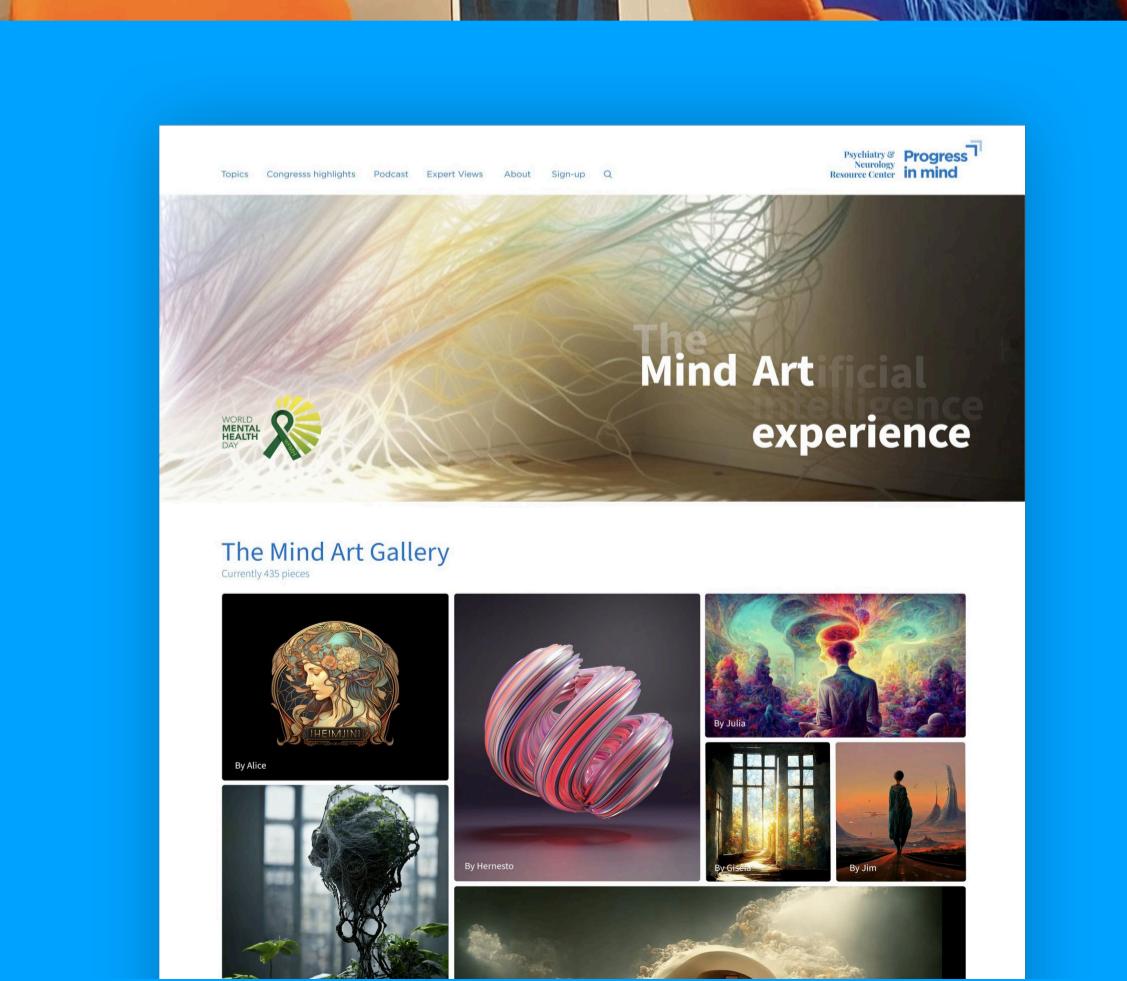
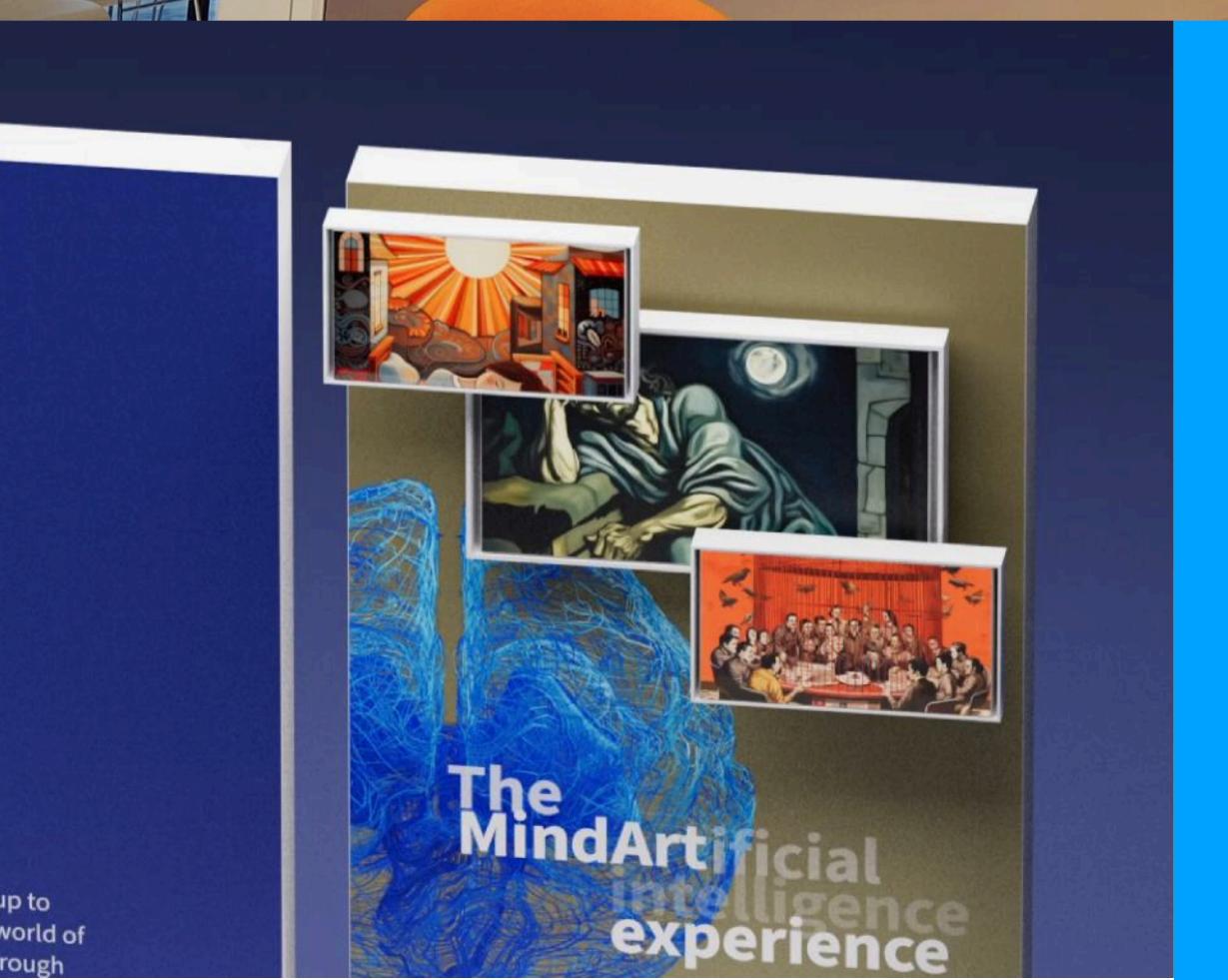
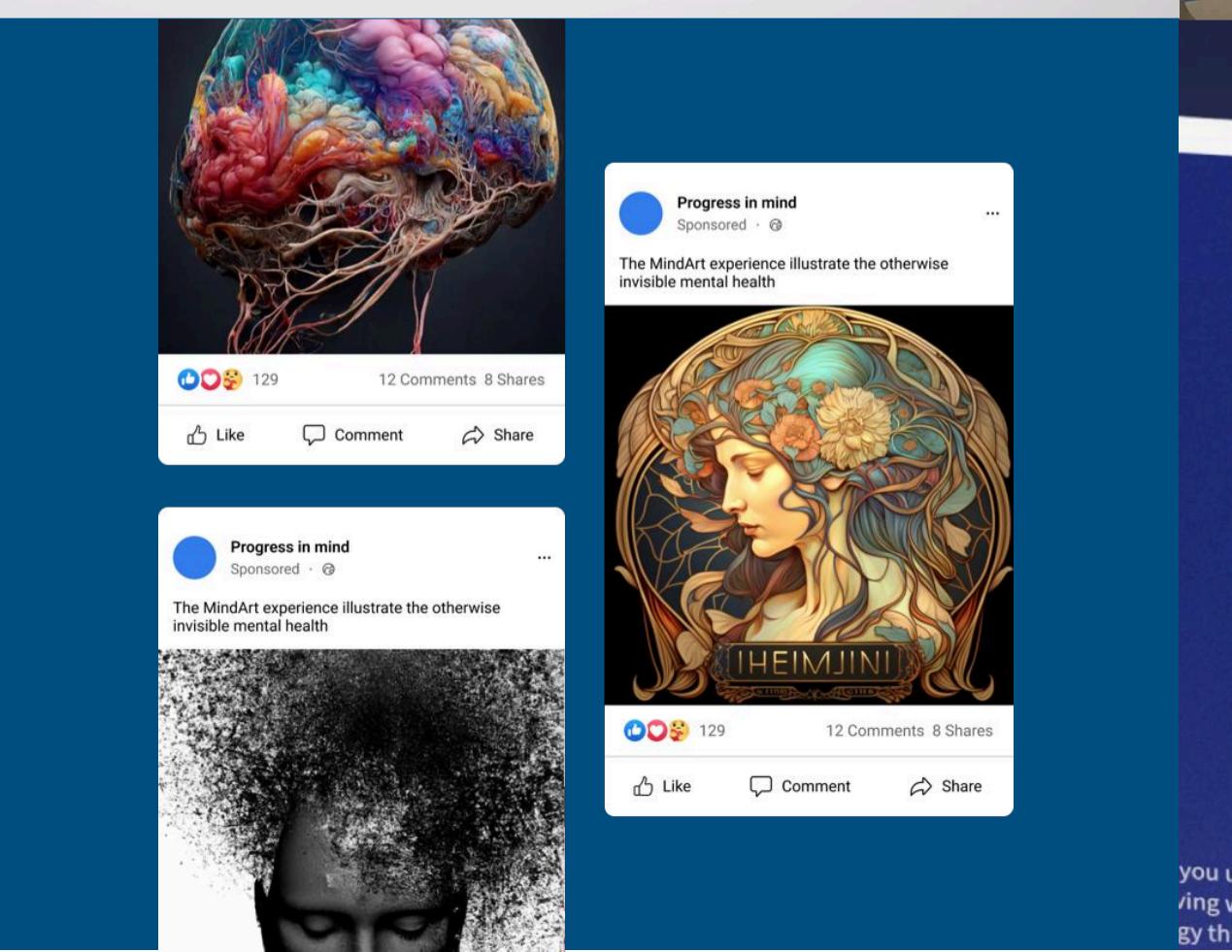


LUNDBECK MIND ART EXPERIENCE

Congress booth for Lundbeck featuring a mobile web app where visitors can create print-quality images through guided thematic prompt generation. Built using Midjourney as an API.

<https://www.akqa.com/work/lundbeck/mindart>

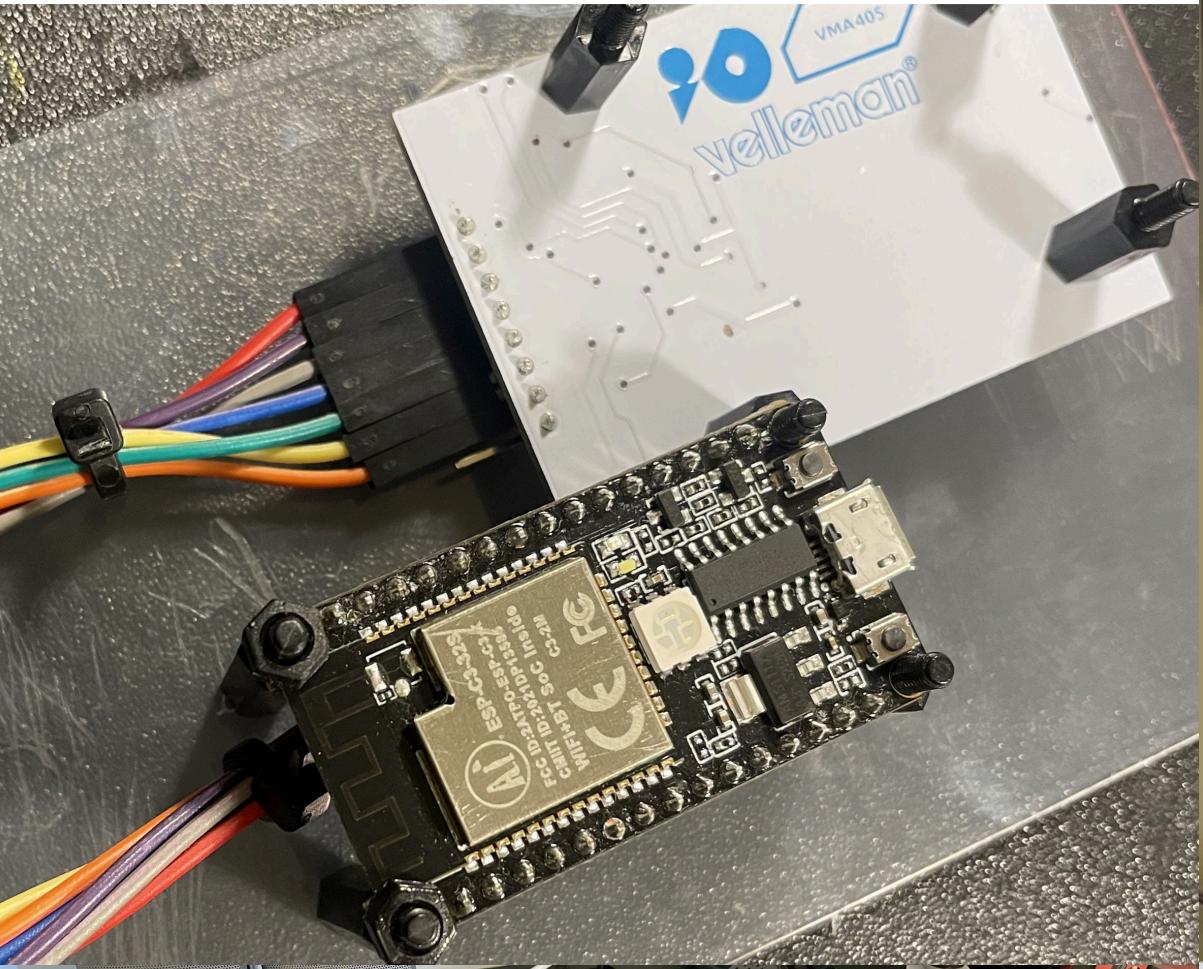
Technical Direction
PoC Development



BOLIA POC FURNITURE CONFIGURATOR

Interactive surface where customers can interact with RFID-tagged physical objects to select materials used in their furniture, seen in real-time on a large display

Technical Direction
Full-stack PoC Development



Bolia.com
new scandinavian design

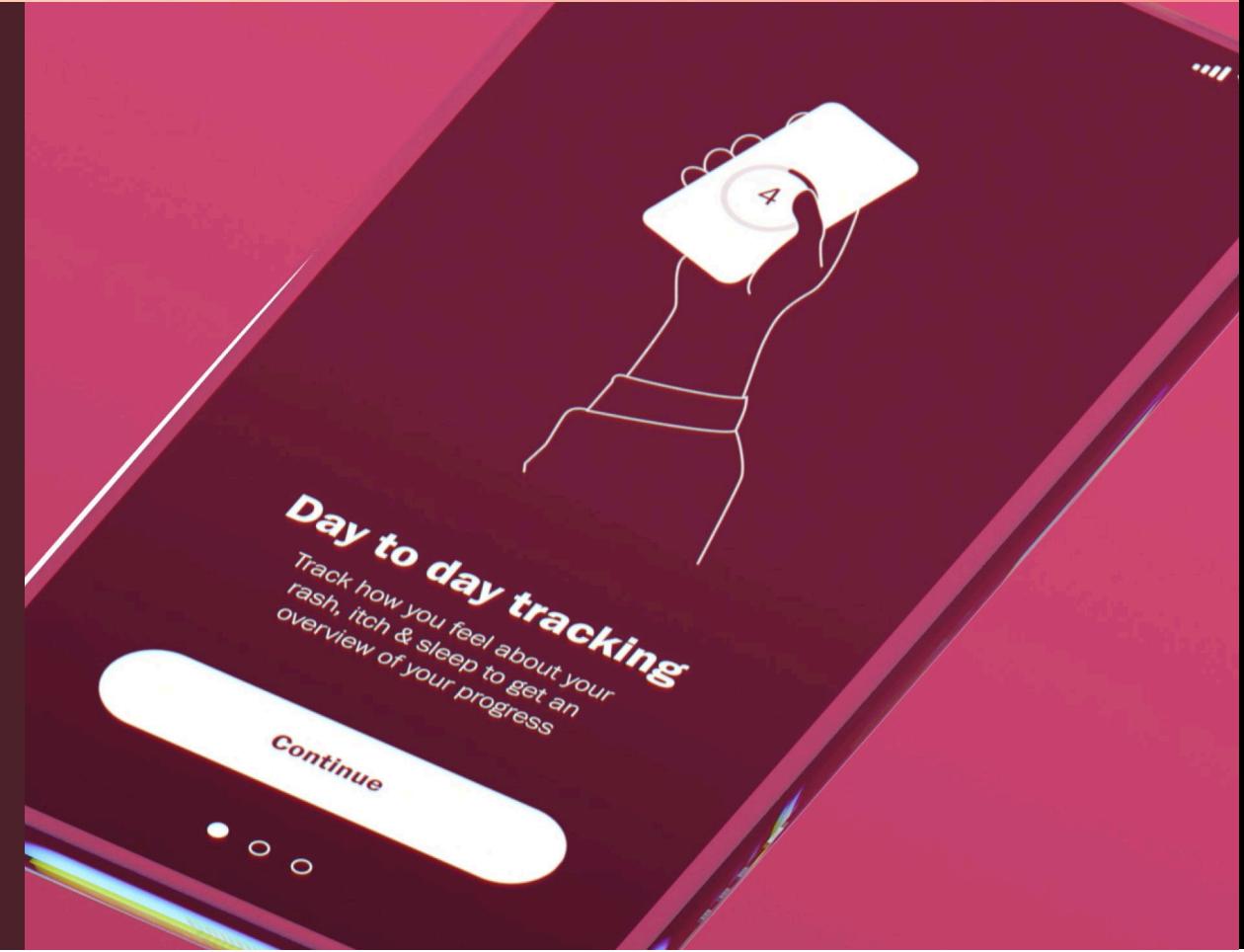
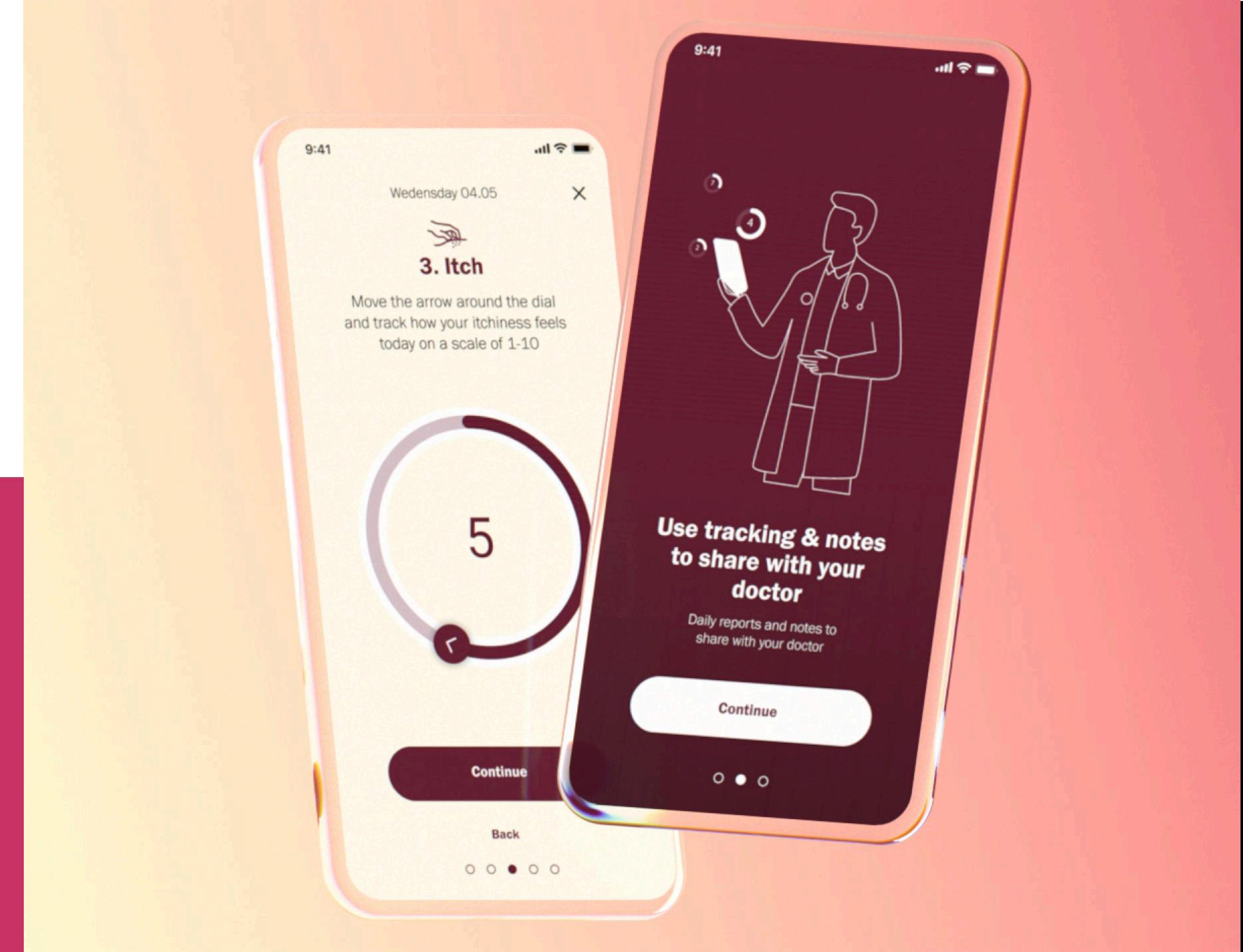
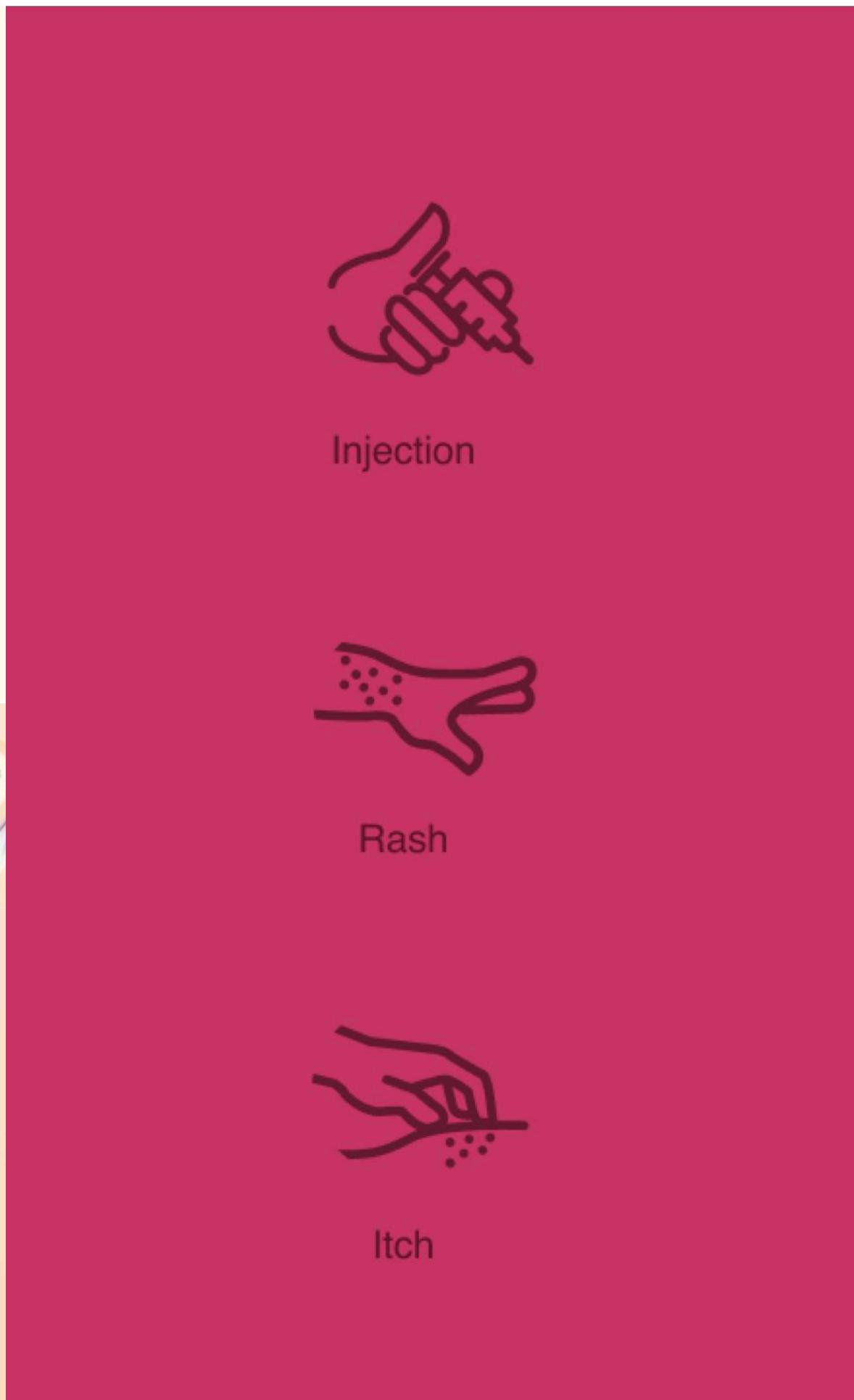
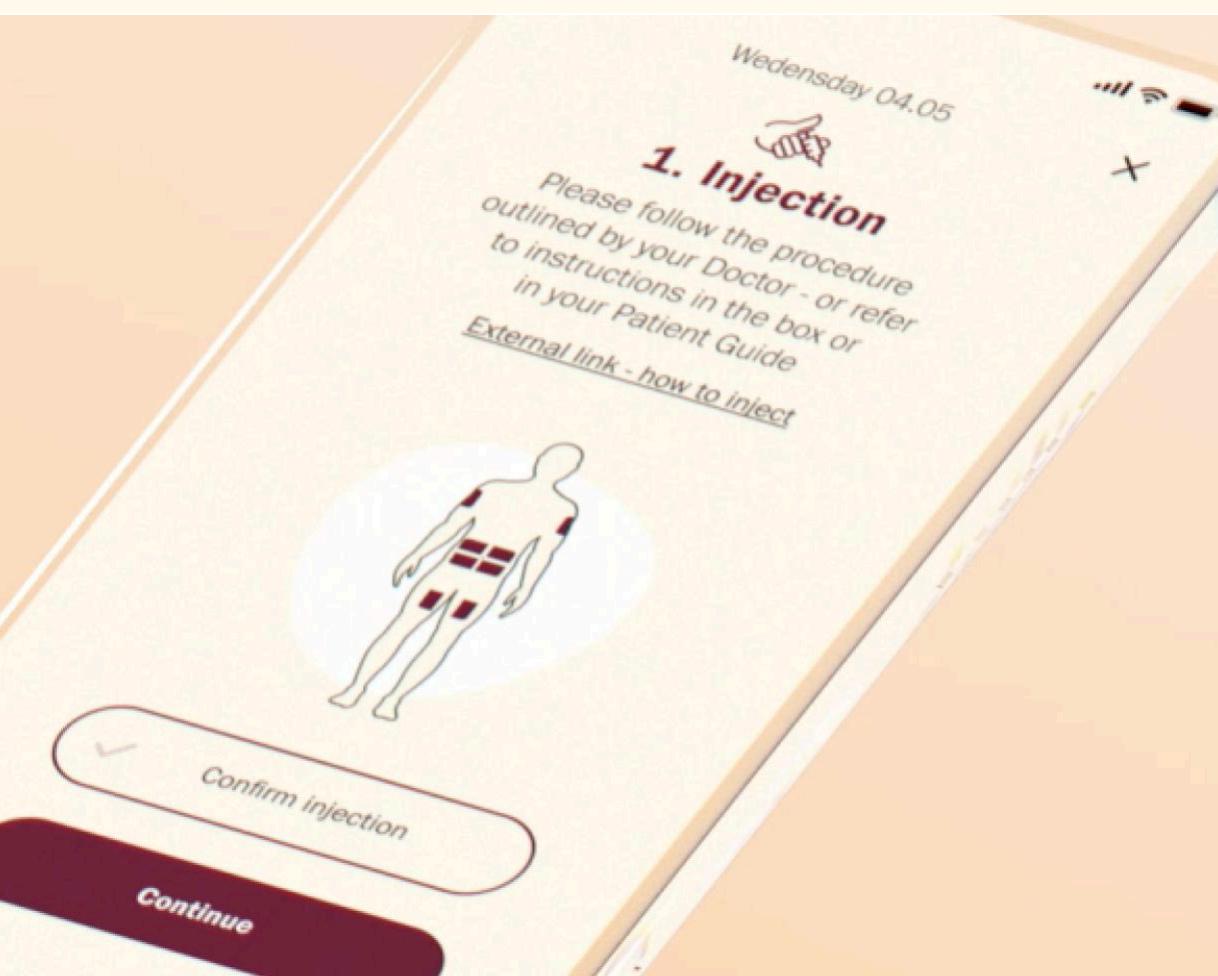


LEO PHARMA ADTRALZA APP

App for Adtralza's Patient Support Programme. The app provides guidance and support for eczema treatment, telling patients when and how to inject, and lets them track their rash, stress, sleep and nutrition

<https://www.akqa.com/work/leo-pharma/adtralza-patient-support/>

Architecture
Technical Direction

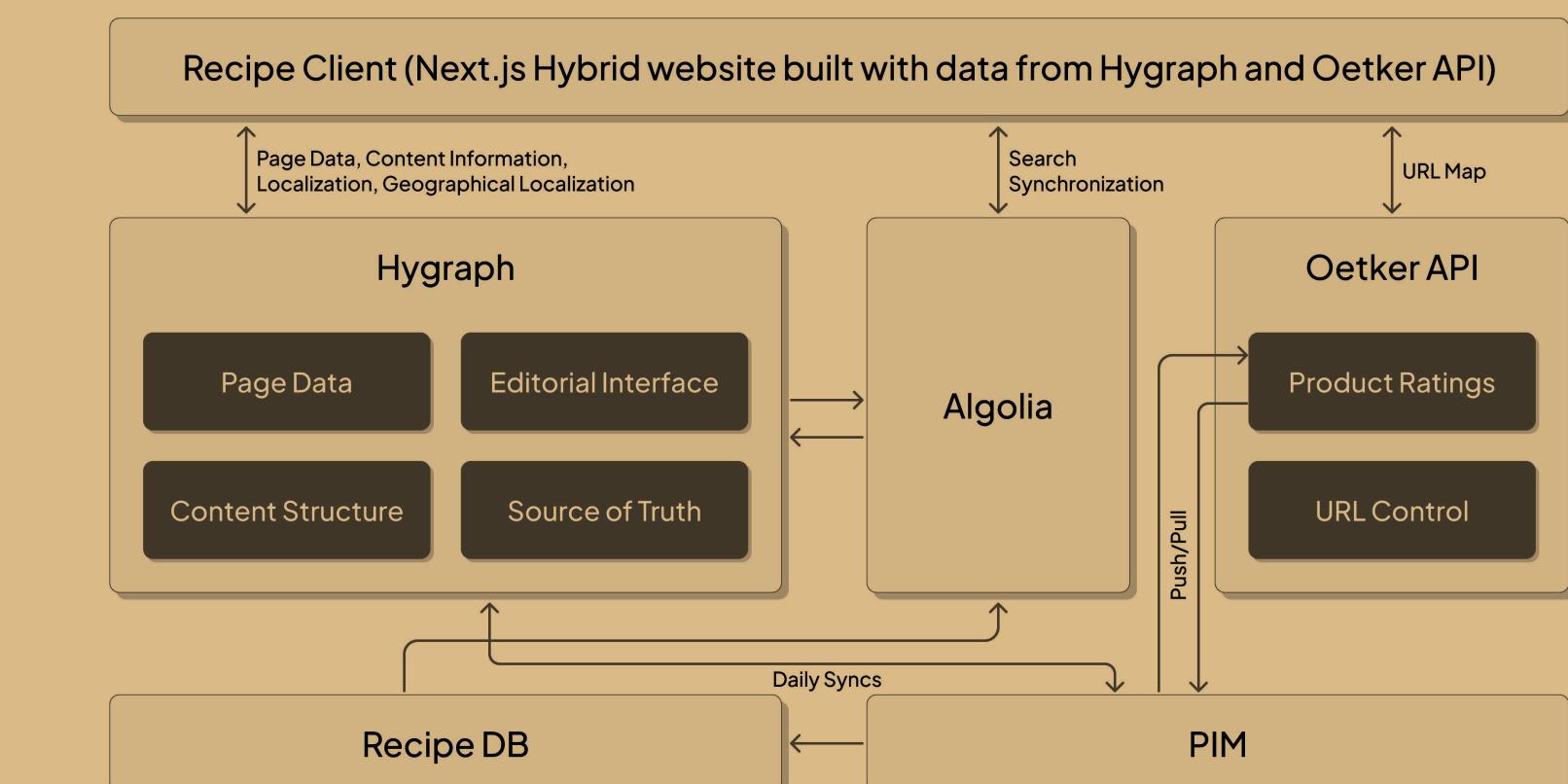
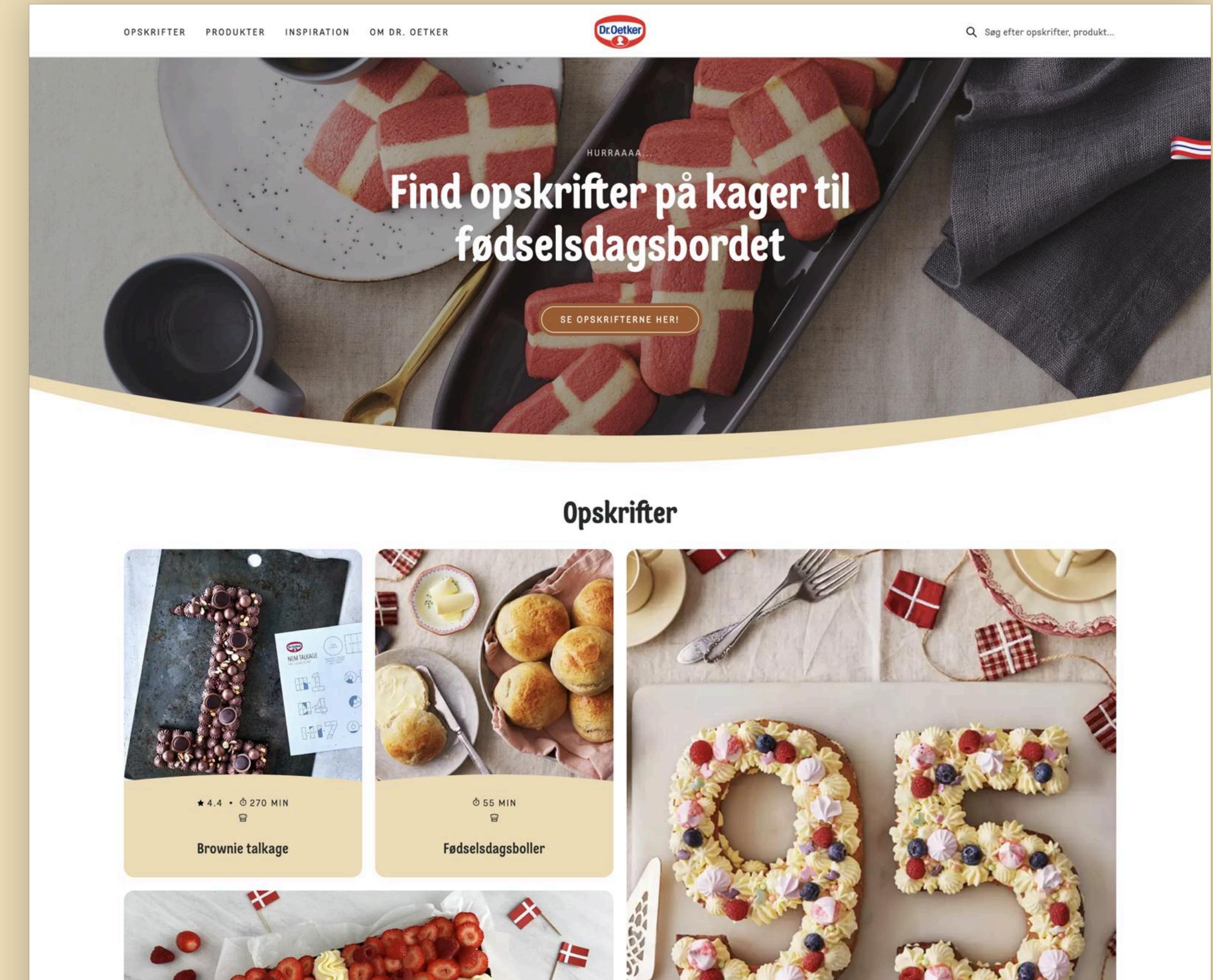
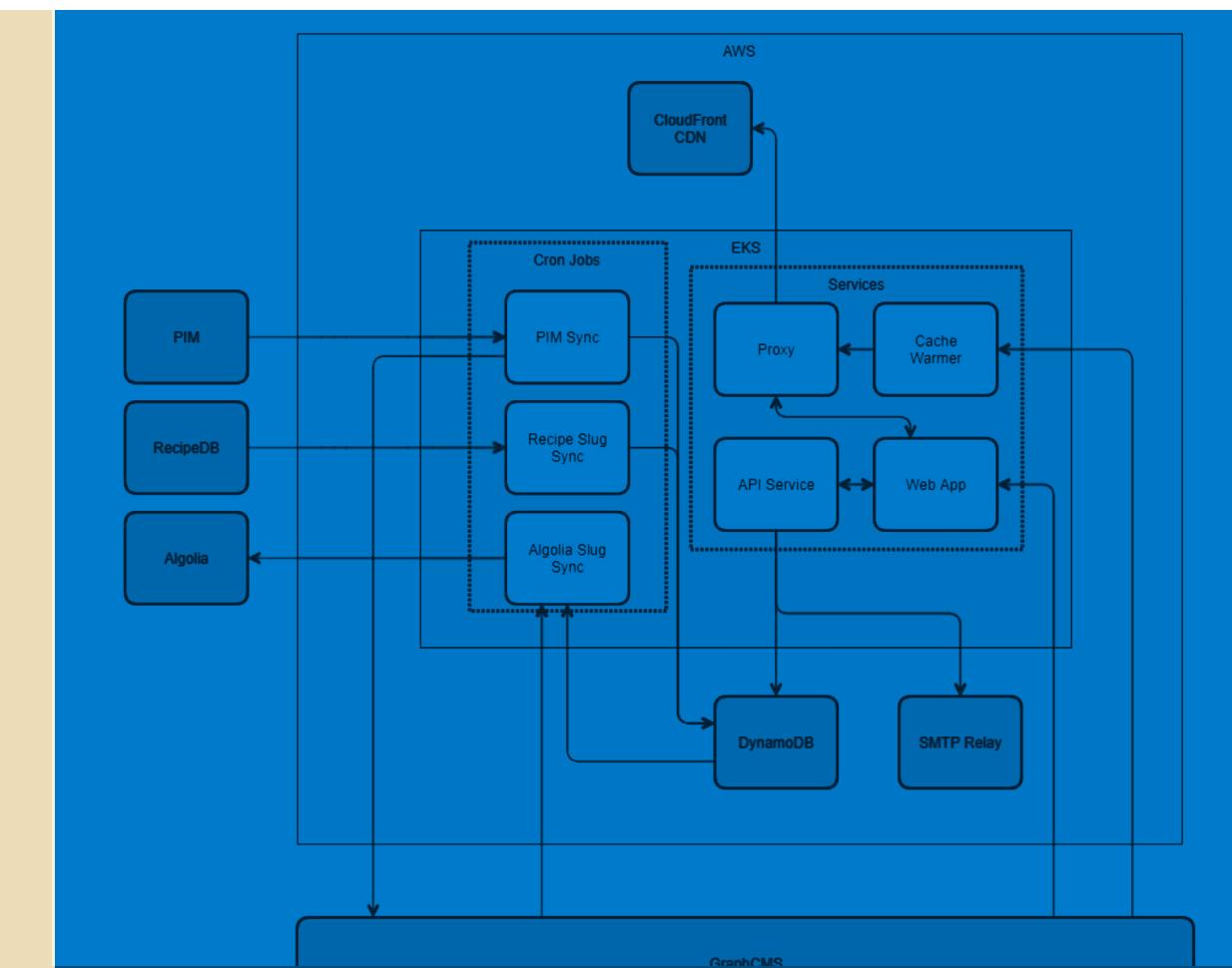


DR OETKER GLOBAL

Headless & Microservice architecture and Technical Direction for Dr. Oetker's global website, with locale-specific features, PIM, Recipe database and 3rd party service integrations covering up to 40 markets

<https://hygraph.com/case-studies/dr-oetker>

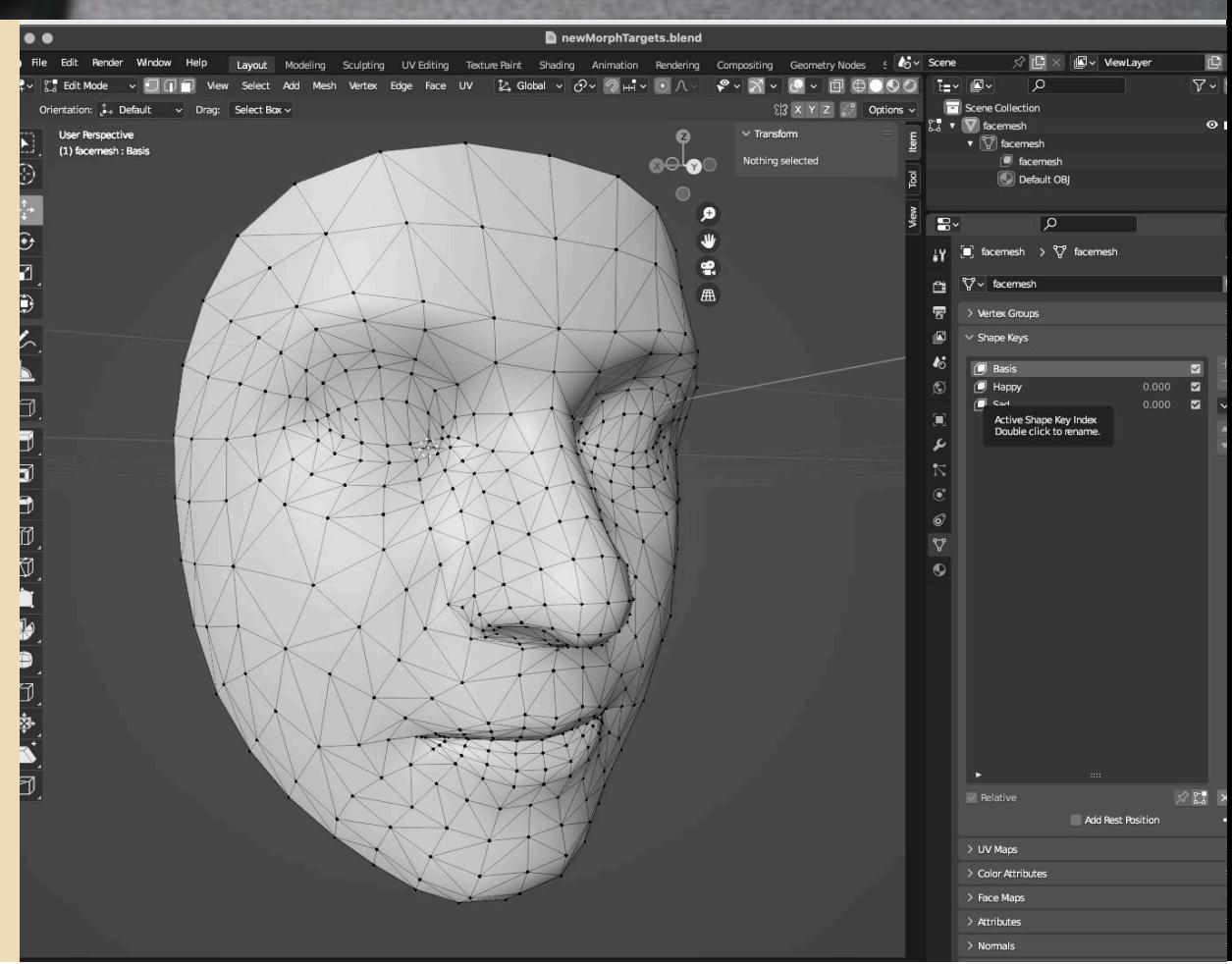
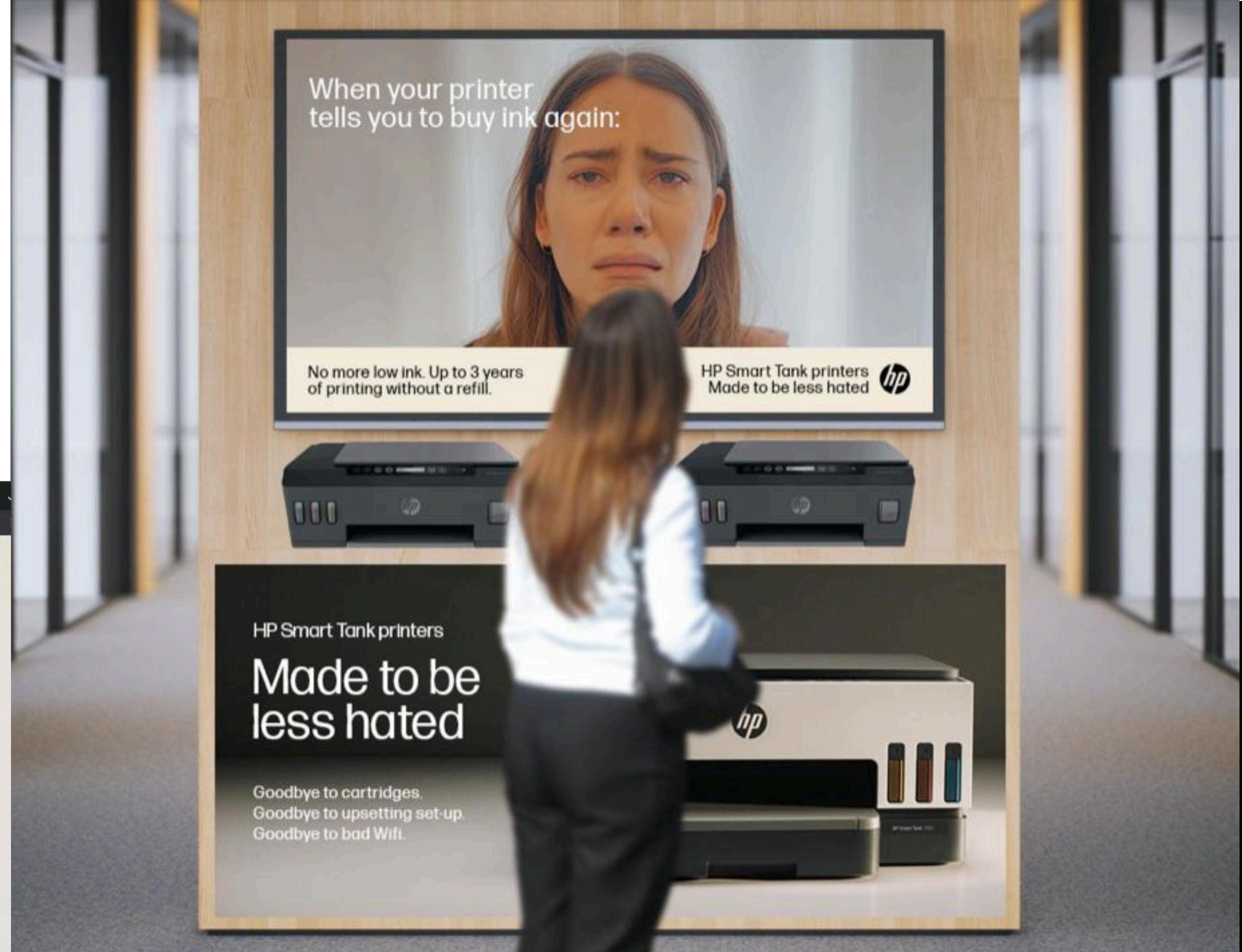
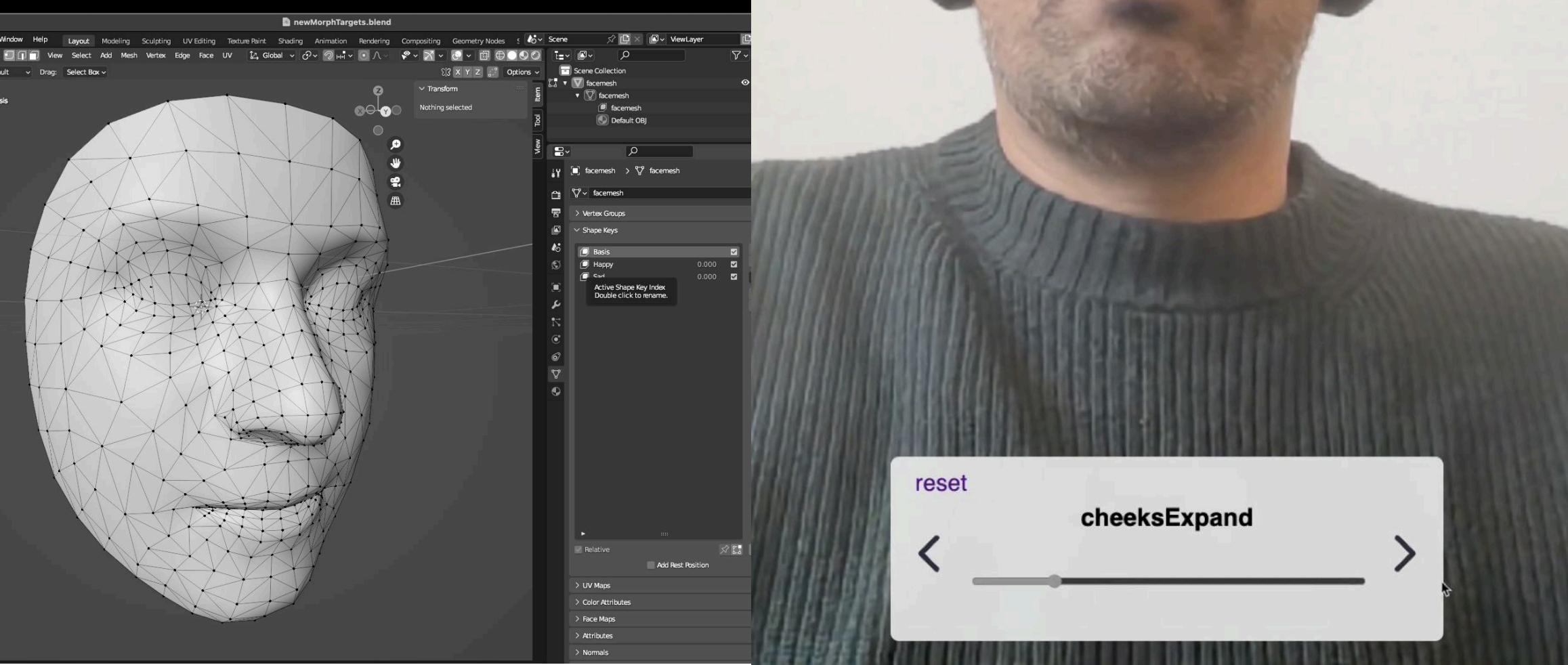
Technical Direction
Architecture
DevOps support



HP MOOD FILTER

POS concept for HP's "Made to Be Less Hated" campaign. A facial distortion filter is applied to a customers face, timed with either positive or negative experiences with printers

Technical Direction
PoC Development



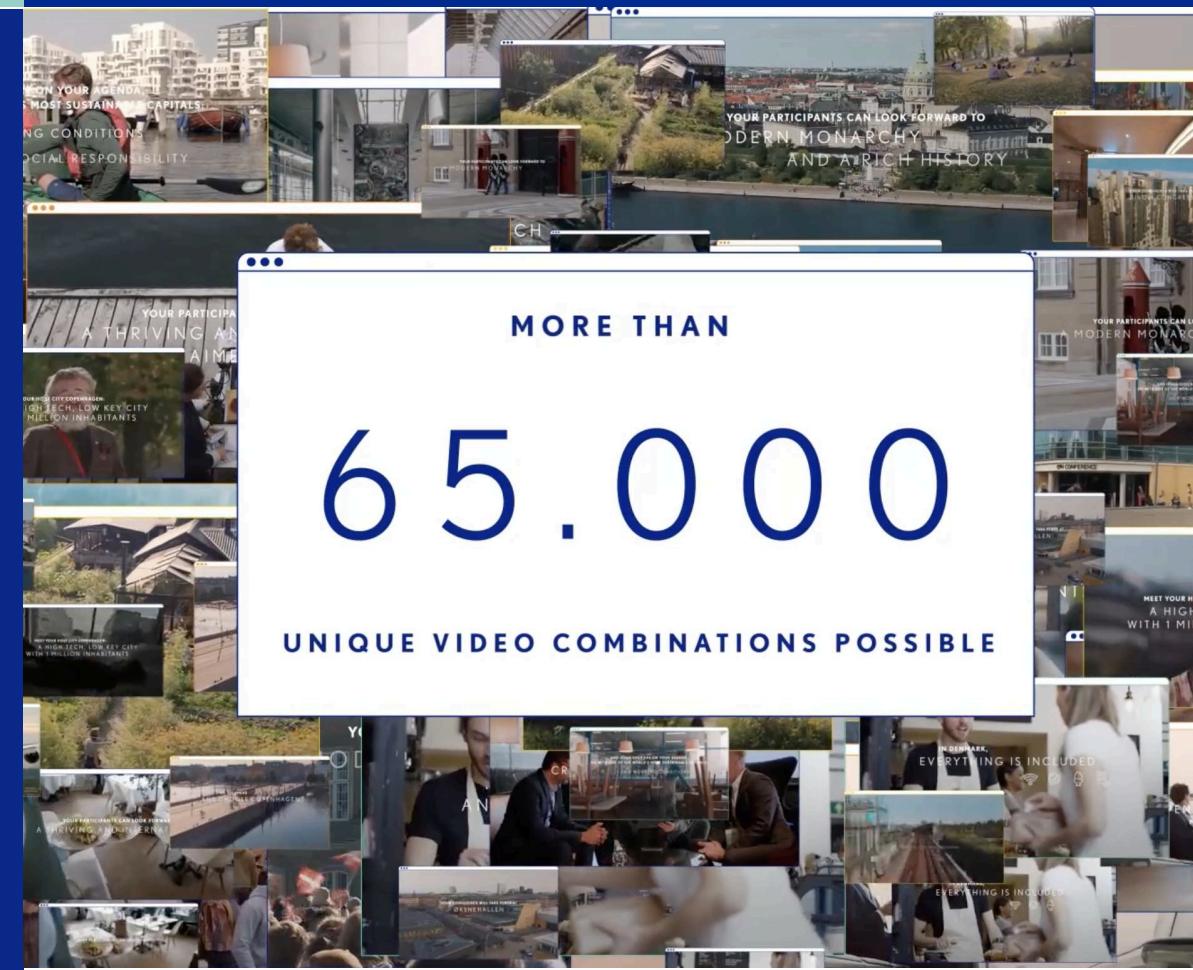
YOUR VIDEO INVITATION

Through a brief and simple online survey, we allowed future visitors to envision their next big event in Copenhagen — by creating personalised videos based on industry sector, interests, number of delegates, event themes and so on.

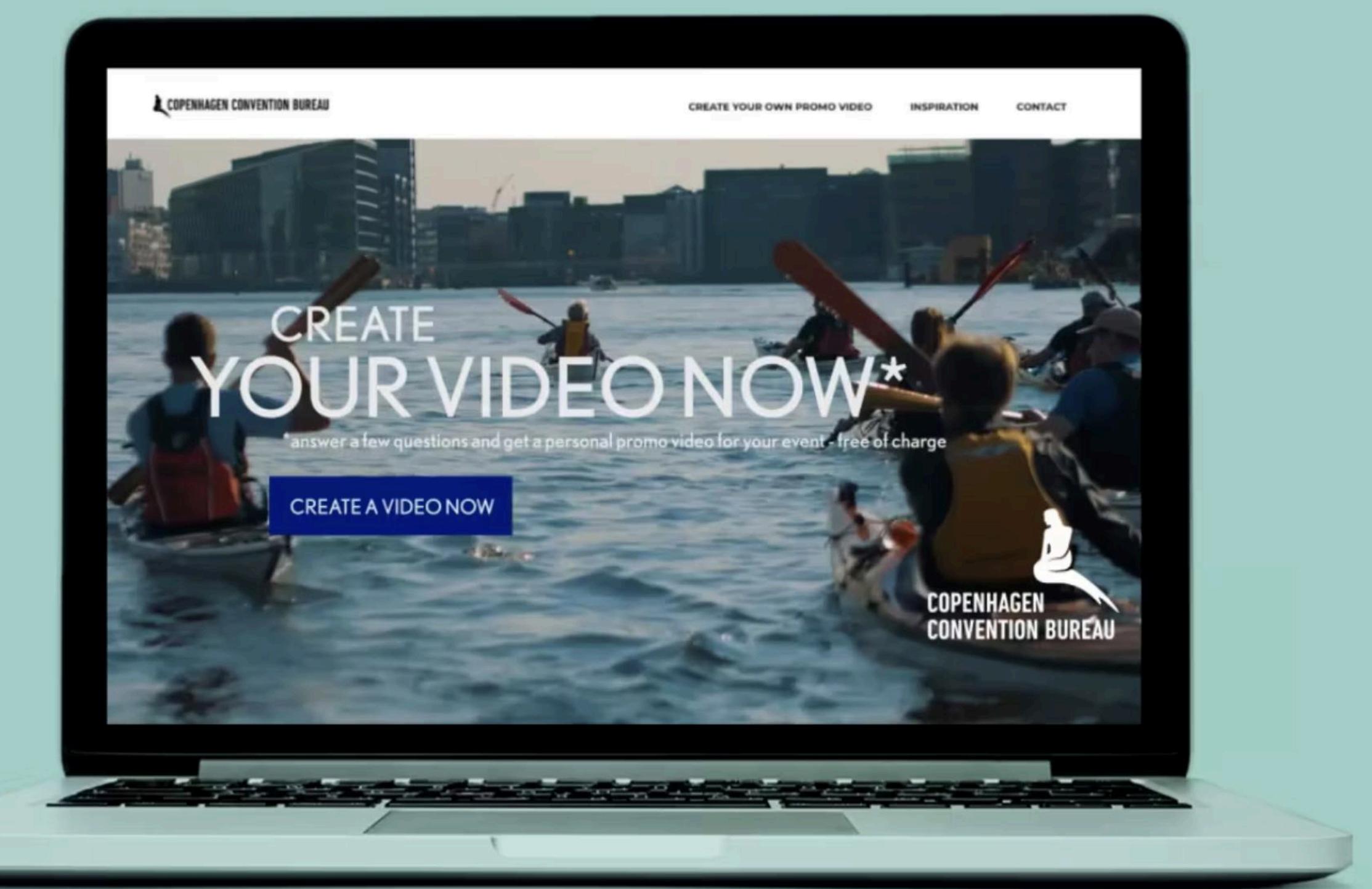
<https://www.ogilvy.dk/your-invitation-woco/>

Architecture
Technical Direction
PoC Development

10 MILLION IMPRESSIONS



+56.000 UNIQUE VISITORS
ON CAMPAIGN SITE



HOME OF CARLSBERG DIGITAL MEMORIES

Website and Integration for Home of Carlsberg's Digital Memories where visitors can retrieve various assets created during their visit

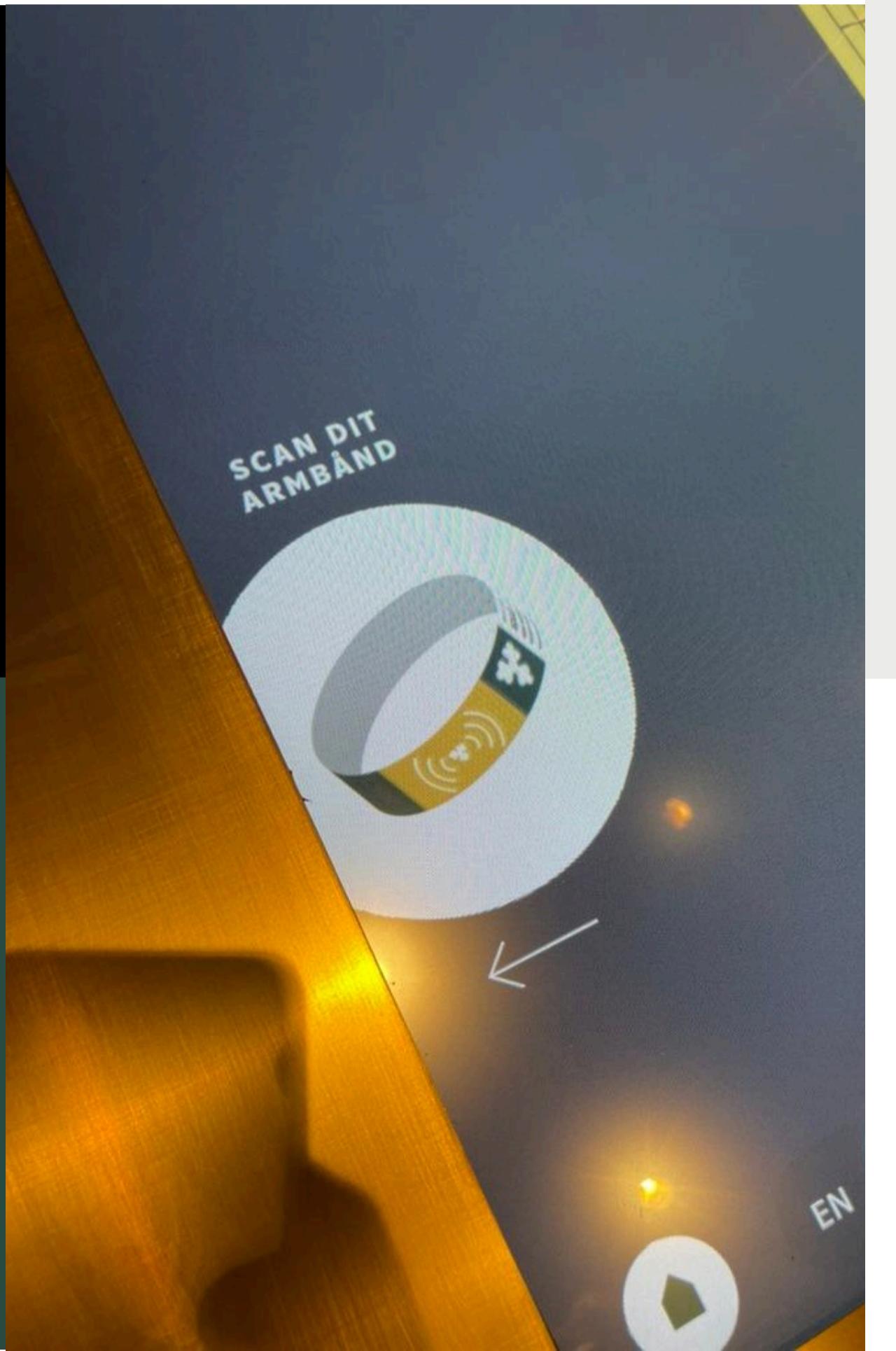
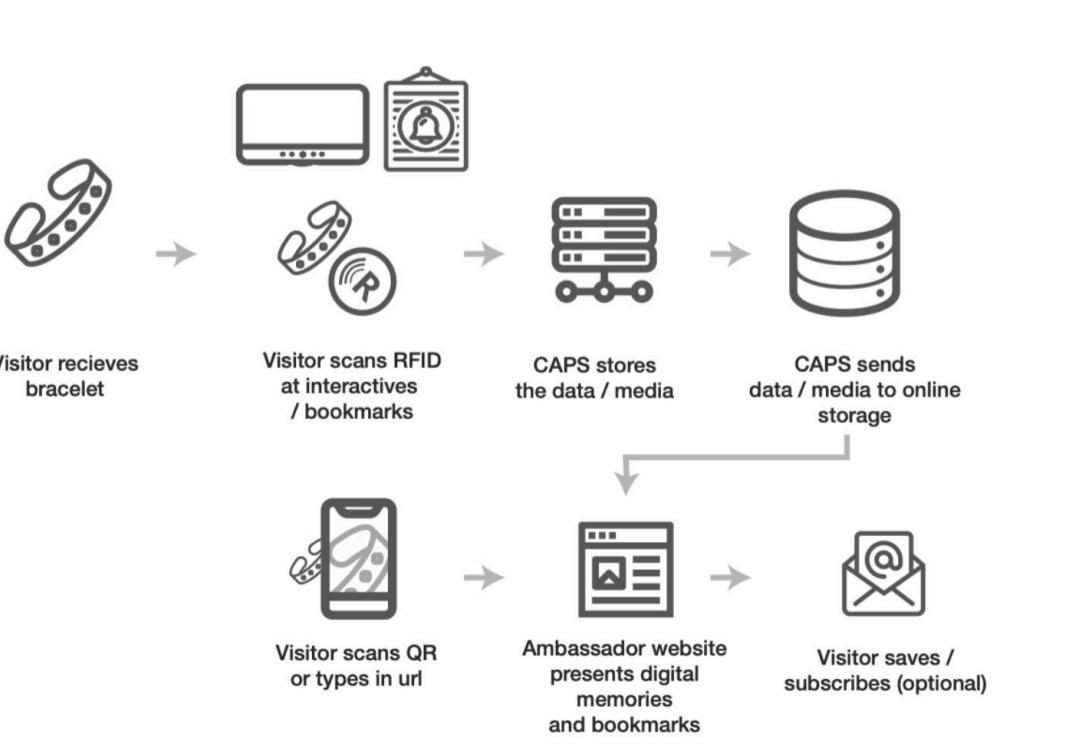
<https://homeofcarlsberg.com/>

Architecture
Technical Direction

Enter your wristband number

You can find your wristband number in the bottom of the white area on your wristband.

SUBMIT


Visit the ambassador universe

Dive into the details about lorem ipsum dolor sit imed

READ THE STORIES



Visit the ambassador universe

Dive into the details about lorem ipsum dolor sit imed

READ THE STORIES

CARLSBERG BOTTLE COLLECTION

Kiosk application and website for Home of Carlsberg's impressive collection of over 22000 bottles of beer dating back to 1600s. Integration with Algolia for search and Cloudinary as DAM

<https://homeofcarlsberg.com/the-experience>

Architecture
Technical Direction
Full-stack development (support)

