

# WHAAM!



## WHAAM Concepts

Design Profile



“ When people engage in unique and unconventional environments, great things can happen... ”

## Who We Are

WHAAM believes in the power of human relationships.

Our diverse South African identity drives our passion for bringing people and brands together to engage in unique and unconventional ways.

We build these connections with integrity and creativity.

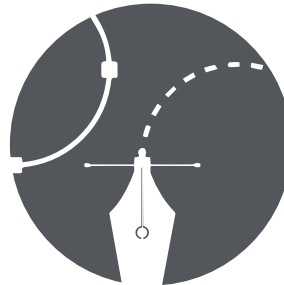
We specialise in face-to-face marketing, disruptive activations and unconventional retail environments.

# What We Do



## Strategy

We learn everything about you. We then work together to define and develop project goals and never forget about the future.



## Design

Once we've discovered your individual needs, we put pen to paper. We strive to create the best ideas that complement your brand's identity and we include you in every step of the process.



## Actualise

Once you have been inspired with our creativity, it's time to bring the vision to life. We manage your campaign from the build all the way through to the implementation,

Now let's get ready for the next one.



Jinko

Your Solar Partner of Choice

PG  
PANZERPLATTE  
GEL TECHNOLOGY

PG 12-110

enerSol  
HIGH EFFICIENCY SOLAR PANELS

AGM G+  
THE FAST CHARGING HYBRID BATTERY BACKUP

aquaSol  
HIGH VOLTAGE SOLAR PUMPING SOLUTION

SD DIRECT PRO  
Power & Electricity World Africa



**SDDirectPro**

*Clean, elegant and modern.*

*This was the tone set by the stark white, open-plan structure that WHAAM Concepts designed for the South African Solar company, SD Direct Pro, at the Power & Electricity World Africa event held at the Sandton Convention Centre. The use of white on white along with the well-placed LED halo lighting gave a clean and simple look without being too invasive to the viewer.*

*The high gloss surface reflected all the elements on display and helped to give a sense of weightlessness to the space. The elongated back wall included a combination of satin white and SD Direct Pro's pantone grey. The use of angular faceted fronts on the bulkhead area brought in an eye-catching, modern look and helped to separate the structure as its own. It was a very exciting space to design, as we had to constantly try to achieve a clean feel that reflected the simplicity and design of the SD product and service offering. The activation was a great success and received a lot of attention at the show.*







SEATTLE COFFEE COMPANY  
Century City Convention Centre



*Raw industrial exposed ceilings with a blend of exceptionally well finished, high quality materials such as solid oak, marble and plasma cut steel sheeting set the mood in the Century City Convention Centre's Seattle Coffee Company shop space.*

*The use of elegant linear shapes, made with a beautiful dropped oak slat bulkhead, helped create an impactful and impressive look that catches the attention of anyone that comes into the space. This attractive Seattle Coffee store stands out from the rest of the Seattle portfolio, showing sophistication and simplicity in the design. It was definitely a build that WHAAM Concepts is proud to have had the opportunity to be involved in.*





RUCKUS WIRELESS  
AfricaCOM



Simply the  
SMARTEST WIRELESS  
for a  
MOBILE WORLD







*We had the fortunate opportunity to design the AfricaCom activation at the Cape Town International Convention Centre for global wireless brand, Ruckus Wireless, through their US based agency, Vivid Global Marketing. The company is a pioneer in the wireless infrastructure market and their vast array of products help service providers and enterprises to stay ahead of the demand for high bandwidth applications and services.*

*We started off by exploring different colour combinations and material finishes to best amplify the brand and make it stand out amid the hustle and bustle of an exhibition venue. The use of very angular lines and geometric shapes was explored to enhance the idea of the high-tech space and the industry to which Ruckus Wireless belongs.*

*This was an exciting project as the brand's colour tones and corporate identity have a fun and playful feel, which allowed us to delve into our creative pool and come out with what we think was a well executed branding and product activation exercise.*



iFix REPAIR STATION  
Hirsch's Store





Powered by



Repair Specialists

*Our brief was to create an elegant but functional modular kiosk with a repair station area that can stand alone inside the iFix store, while keeping with the style of the store's existing designs and materials.*

*The end result was an easy to set up structure that is adjustable to fit different sized areas. The entire structure was based on a Lego type module system, including a corner unit, an intermediate unit and a repair unit. Using these basic element, a multitude of designs can be created and it is very functional as a mobile station that can conform to the store space and shopping centre forecourts.*



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#WeAreWhaam

Whaam Concepts is a registered company  
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