

TRIAD

Brings Ideas to Life

A black and white portrait of Prof. Lutz Engelke, a middle-aged man with glasses, wearing a dark suit jacket over a light-colored shirt. He is standing in front of a blurred background of a city skyline, featuring a prominent church spire on the left and a modern building on the right.

“Our core competencies?

Creativity, strategic thinking and expertise.

Our goal?

Showcasing topics and brands across the globe.

Our driving force?

Curiosity and passion.”

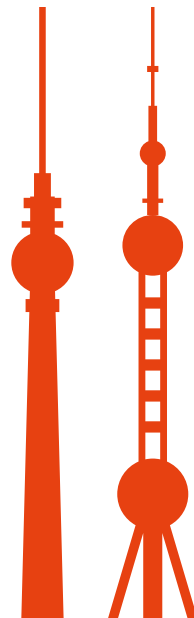
Prof. Lutz Engelke
Founder TRIAD

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Creativity Is Our Most Important Asset

1,000 Projects, 20 Million Visitors, 50 Countries

As a creative agency focusing on spatial communication, TRIAD has been designing and producing exhibitions, museums, theme parks, trade fairs, brand environments, retail spaces, and events across the globe since 1994. At our offices in Berlin and Shanghai, we pool the expertise and creativity of 200 employees.



founded **1994**
Offices in Berlin and Shanghai



1,000
completed projects



200
employees



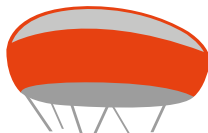
24
languages



in **50**
countries



20
million visitors



3
Expo Pavilions



45
awards



47
target groups



300
film projects



47
professions



33
publications



15
projects on our own initiative

Excellent

Award-winning Design with Conviction

Our international teams of architects, engineers, film and media creators, content developers, designers, and managers render complex topics into accessible, interactive, multi-sensorial experiences.

Some of Our Awards



Adam Award



Best of Business
to Business Award



Art Directors Club
(ADC) Award



Clean Tech Media
Award



Designpreis der
Bundesrepublik Deutschland



German Design Club
„Gute Gestaltung“



European Museum
of the Year (Nominee)



Eva Award



German Brand Award



German Design Award
(Special Mention)



GWA Profi Award



iF Design Award



IIDA Global Excellence
Award



Red Dot Award:
Communication Design



Sinus – Systems Integration
Award

Our Method: Explore – Play – Transform

TRIAD Is a Think & Do Tank and a Strategic Navigator

Together with our partners and clients, we are exploring a new territory at the intersection of science, culture and economics.

The results of this interdisciplinary and intercultural method are new realms of thought and spatial experiences.

Explore

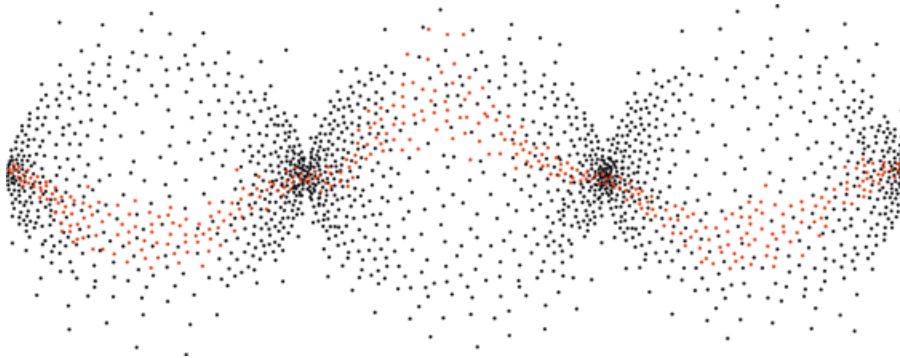
Research
Strategy

Play

Design
Creation

Transform

Production
Feasibility



Inspire
Analyze
Condense

Experiment
Develop
Create

Select
Implement
Transform

Our Products and Services

Integrated Solutions

Our in-house services cover the entire range of project development – from strategic consulting, scenographic development, concept design, and media production to construction planning and engineering – as well as turn-key solutions that include general contracting and operational management.

Products



Exhibitions/Themed Worlds



Expo Pavilions



Trade Fairs/Brands/Retail



Events



Film Production



Interactive Exhibits



Concept Design/Consulting



Technical Planning



Strategy



Concept Design



Scenography



Graphic Design



Implementation



Operation



General Contracting

Innovation Lab and Creative Workshop

Experiencing Digital Realities

At our innovation and prototype lab, we test and develop trend-setting products. Our inventors and thinkers lay the technological groundwork. Media installations and interactive models are the core of our projects. We create hands-on technological experiences.

Clients and Networking

A Dialogue on Equal Footing

For us, no project is too big or too small. We want to know what our clients need and help them identify their individual requirements. We attach great importance to engaging in a trusting and open dialogue with our clients.

Consider us your knowledge networkers and sparring partners.

Some of Our Clients



BERTELSMANN



Brandenburger Tor Museum
BRANDENBURG GATE MUSEUM



Projects

Culture Media Environment

Exhibitions / Themed Worlds



Events



Film Production



Interactive Exhibits



Concept Design / Consulting



Trade Fairs / Brands / Retail



Technical Planning



TRIAD in China



Exhibitions

Themed Worlds

Expo Pavilions

Experience Worlds

Kids' Experience Worlds

Museums

Science Centers

Temporary Exhibitions

Theme Parks

Touring Exhibitions

Tourist Information Centers

Visitor Centers



Exhibitions/Themed Worlds

- **Concept Design and Content Development**
- **Construction Management**
- **Exhibition Architecture**
- **General Contracting**
- **Interactive Exhibits**
- **Media Installations**
- **Scenography**
- **Technical Planning**

The narrative of our exhibitions both touch and inform visitors, reaching audiences at scale. We get to the heart of complex cultural, scientific, and historical subjects as well as seemingly everyday issues. The storytelling is our guide to give voice to exhibits, images, films and interactive experiences, as well as bringing objects back to life.

Exhibitions / Themed Worlds

A Pilgrimage Place for Football Fans

The structure of the exhibition follows the narrative of a football match. In a space of 7,700 sqm, German football becomes an emotional experience.

German Football Museum

Museum

DFB-Stiftung Deutsches Fußballmuseum

Dortmund | 2015





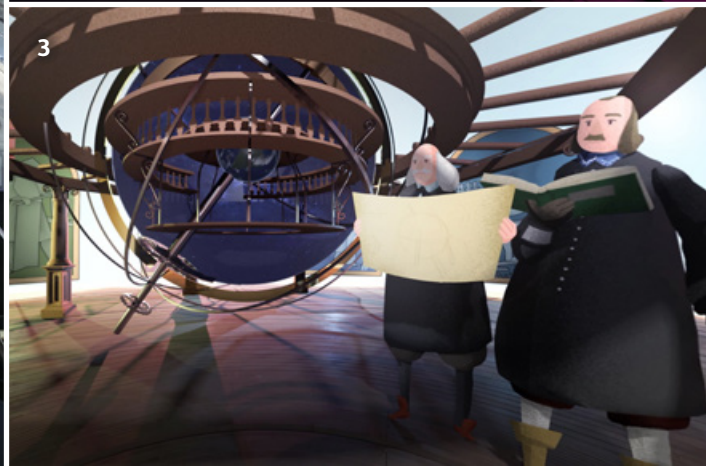
The Entire World of Football

With more than 1,000 unique exhibits, the museum offers an interactive multimedia experience allowing visitors to understand how football triggers emotions across the globe.

FIFA World Football Museum

Museum
FIFA Museum AG
Zurich | 2016







Exhibitions/Themed Worlds



- 1 **ALL IN ALL. Jacob Böhme**
Exhibition
Staatliche Kunstsammlungen Dresden
Dresden | 2017
- 2 **Porcelain Worlds**
Exhibition
Stiftung Leuchtenburg
Seitenroda | 2014
- 3 **Gottorf Globe**
Virtual Reality Film
State Museums Schleswig-Holstein
Schleswig | 2019
- 4 **Dreams of Wilderness**
Exhibition
Eifel National Park Forestry Office
Vogelsang | 2016

Events

360° Events

Anniversaries & Openings

Conferences

Corporate Events

Exhibition Events

Lifestyle Events

Participation Formats

VIP Events & Galas



Events

- **Concept Design**
- **Event Architecture**
- **Event / Participant Management**
- **Media Concept / Production**
- **Scenography**
- **Show Design and Program Scheduling**
- **Storytelling**
- **Technical Planning / Production**

TRIAD develops tailor-made events of all sizes for clients from the worlds of politics, business, and marketing. Our interdisciplinary team creates event formats for national and international brands, products, and companies that provide an experience for all the senses.

Emotional stories with a lasting impact that lay the foundations for our interactive communicative spaces and experiences.

Events

On the Red Carpet

The UFA Jubilee was celebrated with over 450 invited guests at the Palais am Funkturm. TRIAD was responsible for the entire event including the immersive media production.

100 Years UFA Anniversary Night

VIP Event and Gala
UFA GmbH
Berlin | 2017





Vision for a Digital Europe

At the Digitising Europe Summit organized by TRIAD, the Vodafone Institute brought together high ranking representatives to discuss the digital future of Europe.

Digitising Europe Summit

Conference

Vodafone Institute

Berlin | 2019







Event



- 1 **Berlin Global Forum**
Conference
BMW Foundation Herbert Quandt
Berlin | 2017
- 2 **Denk ich an Deutschland**
Conference
Alfred Herrhausen Gesellschaft
Berlin | 2016
- 3 **Creating Climate Wealth Summit**
Participation Format and Strategic
Communication Consulting
Carbon War Room
Berlin | 2013
- 4 **Beyond Borders**
Corporate Event
BearingPoint
Berlin | 2018

Film Production

Animation

Big Screen

Concept Trailers

Dome Projections

Live-action Films

Media Installations

Music Production

Projection Mapping

Sound Design

Sound Scenography

Virtual Reality Media Production



Film Production

• Preparation

- Animatic Production
- Calculation
- Content Development
- Dramaturgical Work
- Location Scouting
- Planning and Consulting
- Research and Editorial Work
- Screenwriting
- Storyboarding
- Team Recruiting

• Production

- Art Buying
- Editorial Work
- Scoring
- Shooting
- Voice-over

• Post Production

- 2D / 3D Motion Design
- 3D Modeling
- Color Matching
- Compositing
- Editing
- Music Composition
- Sound Design
- Visual Effects
- VR-Ambient Sound

• Implementation

- Mixing and Adjustment to Architecture and Scenography
- Playback of Video and Audio Files

Emotional films are key to communicating messages effectively and ensuring lasting experiences. We explore and create a broad range of unconventional film products. Our expertise in animation, immersive storytelling, 360° films, communicative interfaces, sound, and classic film production guarantees a tailored service throughout the entire process.

Film Production

The World's Largest Mobile 360° Cinema

For Europa-Park, TRIAD developed a 360° cinematic experience in a 500 sqm dome tent with 11 projectors and a specially composed soundtrack.

Beautiful Europe

Dome Projection

Europa-Park

Rust | 2015





A Clean Affair

The Hanergy Renewable Energy Exhibition Center impresses with a spectacular film that was produced with special cameras, drones and CGI.

Renewable Energy Exhibition Center

Media Installation
Hanergy Holding Group
Beijing | 2015



1



34

2



3





Film Production



1 **China Fortune Future City**

Big Screen

China Fortune Land Development

Beijing | 2016

2 **Immersive Showroom**

Media Installation

A TRIAD Initiative

Berlin | 2018

3 **An Entire Lifetime**

Volumetric Film

UFA GmbH

Berlin | 2016

4 **German Football Museum**

Film Production / Projection Mapping

DFB-Stiftung Deutsches Fußballmuseum

Dortmund | 2015

Interactive Exhibits

App Development

Augmented Reality

Entertainment

Exhibits Prototyping

Programming

Robotics

Scientific Communication

Software Development

Technical Communication

Virtual Reality Programming



Interactive Exhibits

- **Concept Design**

- Basic Requirements Check
- Consulting
- Design, Outline
- Didactics
- Research
- Storyboard Draft

- **Planning**

- 3D Modeling
- Draft Planning
- Interaction Design
- Interface Design
- Product Design
- Refined Storyboard
- Screen Design
- Style Guide

- **Prototyping**

- Click Dummy
- Development
- Ergonomics
- Mock-ups
- Testing
- Test Setup &
- Usability

- **Implementation**

- Documentation
- Fine Drawing
- Implementation
- Production Management
- Programming
- Quality Assurance

Interactive exhibits allow users to immediately explore and understand subjects and contexts with their senses. Playful interaction ensures that information can be understood intuitively, experienced emotionally, and remembered for a long time. We design a wide variety of experience exhibits, bringing intuitive and spontaneous interaction to exhibitions, events, and brand environments.

Interactive Exhibits

Experience Creates Knowledge

The themed world KopfSachen explains with 40 unique interactive exhibits how people experience the world in complex and diverse ways.

KopfSachen

Themed World
experimenta
Heilbronn | 2019





Information You Can Touch

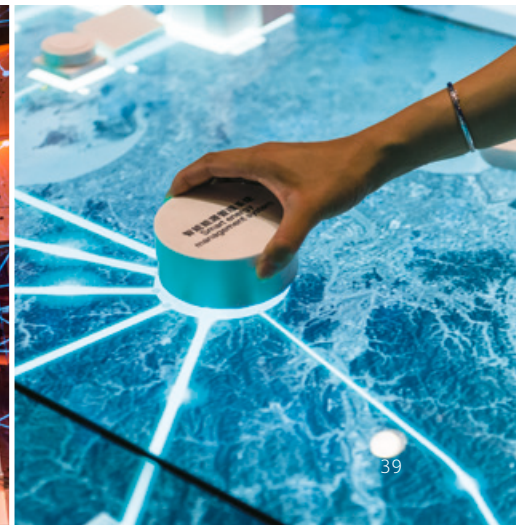
The multi-touch table further developed by TRIAD presents information precisely with the placement of a token and can be used intuitively via touchscreen gestures.

Multi-Touch Table

Technical Communication

A TRIAD Initiative

Worldwide deployment | since 2013







Interactive Exhibits



1 **FIFA World Football Museum**

Museum

FIFA Museum AG

Zurich | 2016

2 **360 Grad Thüringen digital entdecken**

Visitor Center

Thüringer Tourismus GmbH

Erfurt | 2017

3 **Dreams of Wilderness**

Exhibition

Nationalparkforstamt Eifel

Vogelsang | 2016

4 **Caveman VR**

Virtual Reality

A TRIAD Initiative

Berlin | 2017

Concept Design Consulting

Brand Consulting

Creative Workshops

Strategic Communication Consulting

Vision Development



Concept Design/Consulting

- **Research and Analysis**

- Benchmarking
- Brand Analysis
- Challenge Identification
- Market Analysis

- **Moderation and Creation**

- Brand Consulting
- Creative Workshops
- Format Consulting
- Vision Development

- **Implementation and Consultation**

- Branding and CI
- Communication Strategies
- Competition Implementation
- Concept Development
- Content Development
- Multi-stakeholder Management
- Process Design and Planning
- Program Development & Speaker Line-up

Today's visions are tomorrow's assets.

The changes of the future affect every segment of science, society and culture.

Creative consulting, inspired creation, and confident process design are the tools we use to develop themes, establish networks, and guide our clients towards a successful future. Thus, we make expressways out of labyrinths and turn dead ends into launch pads.

Concept Design / Consulting

Research and Analysis

If you want to keep your head in the clouds, then your feet need to be on the ground. Once we find out what our clients want, then we can work together to figure out what they really need.



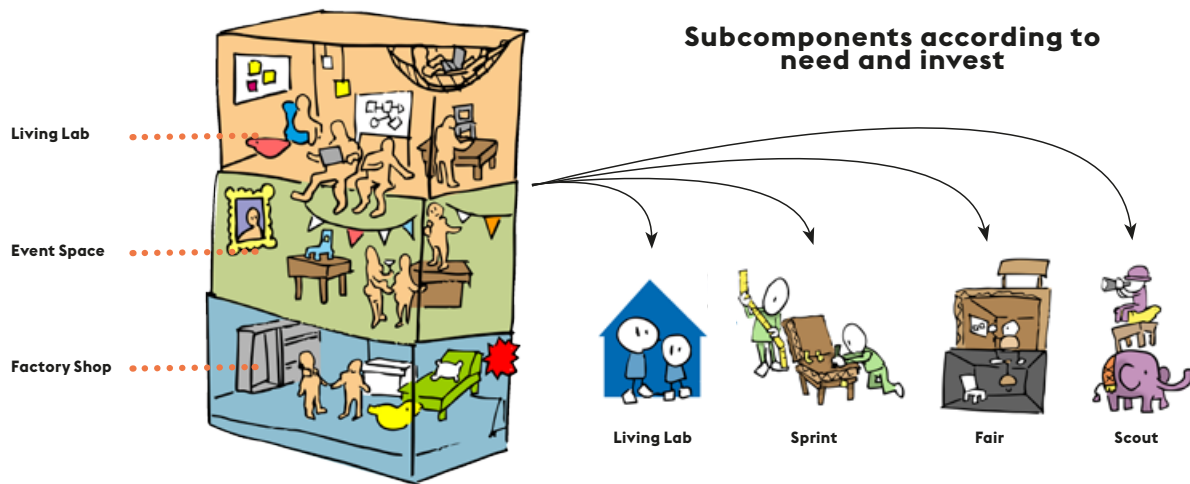


Moderation and Creation

Creative vision development leads to unusual approaches.

We go beyond buzzwords and speak plainly thus insuring a solid strategy.

In doing so we remain a wildcard.



1



46

2



3





Concept Design / Consulting



1 **Brand Presentation Retail 2020**

Process design, vision development
Mercedes-Benz | Daimler AG
Berlin, Stuttgart | since 2013

2 **hülsta Living Labs**

Creative concept, vision development
hülsta-werke Hüls
Berlin | since 2016

3 **Future Energy Forum**

Development and implementation
of the conference series
Astana EXPO-2017
Astana | 2017

4 **The Urban Tech Republic**

Urban Technologies
Visualization Concept
Tegel Projekt GmbH
Berlin | since 2015

Trade Fairs Brands Retail

Brand Environments

Exhibition Stands

Guidance Systems

Retail

Road Shows

Showrooms



Trade Fairs / Brands / Retail

- **Architectural Planning**
- **Concept Design and Content Development**
- **Furniture Planning**
- **General Contracting**
- **Interactive Exhibits**
- **Media Installations**
- **Operation Support**
- **Technical Planning**

We translate our clients' values and products into authentic, emotional brand environments and trade fair appearances. We specialize in conceptual, architectural, and digital development as well as product design and brand identities.

Innovative and surprising formats allow visitors to experience messages with all their senses and to establish emotional connections to companies.

Trade Fairs / Brands / Retail

Intelligent Networking Made Mobile

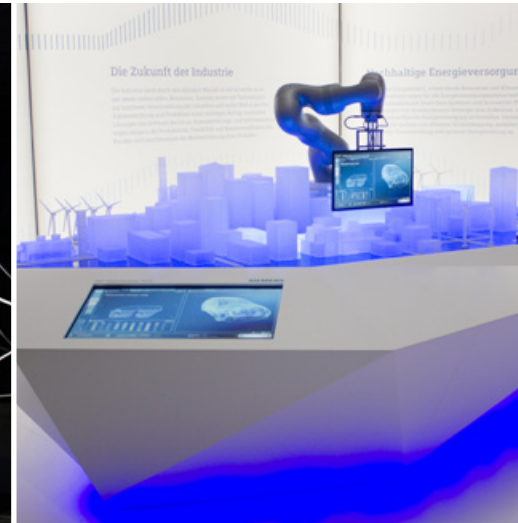
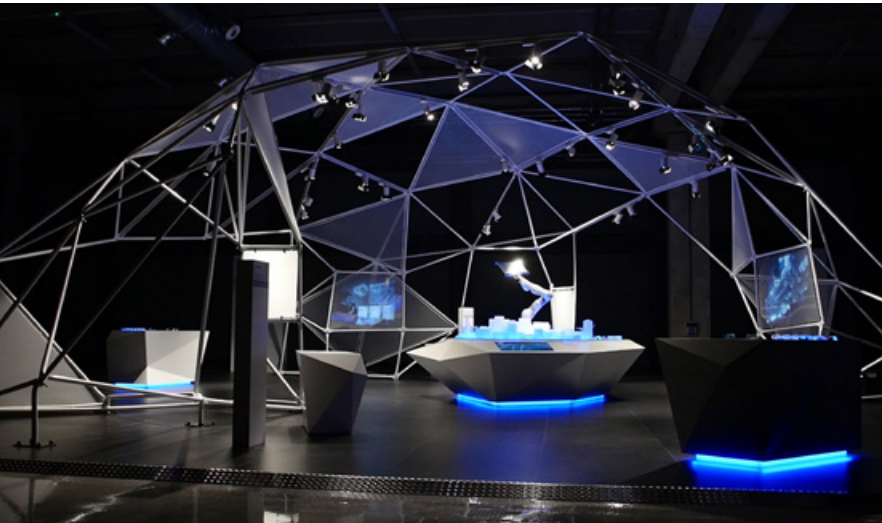
The "Siemens 360° Digitalization Tour" showcases the strategies of the worldwide leading technological company. The highlight is a presentation using an industry robot.

Siemens 360° Digitalization Tour

Roadshow

Siemens

Worldwide deployment | since 2015



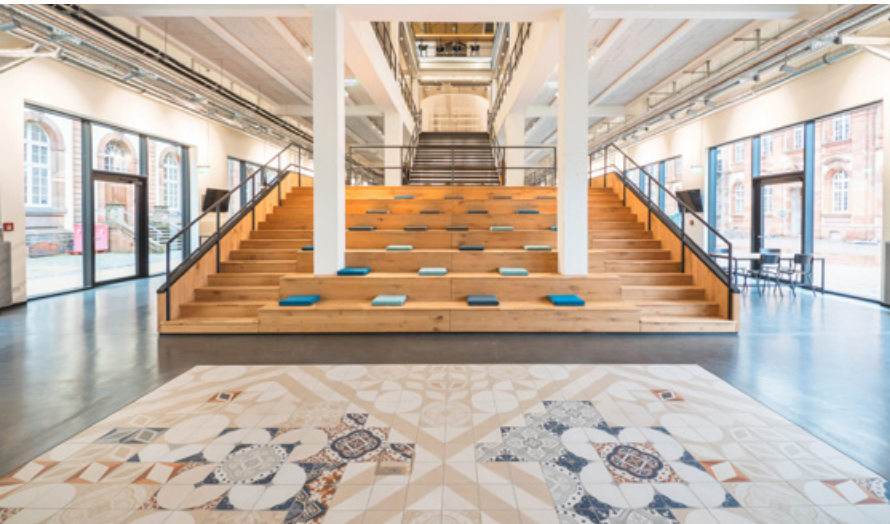


Modern Office Concept

On behalf of Villeroy & Boch, TRIAD designed the new office and conference center "Factory N°09" at the headquarters in Mettlach on three floors of 1,400 square meters each.

Mettlach 2.0

Brand World
Villeroy & Boch
Mettlach | 2018





Enter a new world of process control

Future of Industry



Trade Fairs / Brands / Retail



1 **Hoerbiger Forum**

Showroom and Brand World

Hoerbiger

Vienna Aspern | 2017

2 **Bürkert at the Hannover Messe**

Exhibition Stand

Bürkert Fluid Control Systems

Hannover | 2017

3 **hülsta at the imm cologne**

Exhibition Stand

hülsta-werke Hüls

Cologne | 2017

4 **Siemens at the Hannover Messe**

Exhibition Stand

Siemens

Hannover | 2019

Technical Planning

AV Planning

Construction

Consulting

Development

Light Design

Network Planning

Production

Show control



Technical Planning

- **Concept Design**

- Consulting
- Investment Analyses
- MEP Support
- Operating Costs Analysis
- Project Analyses
- Technology Research

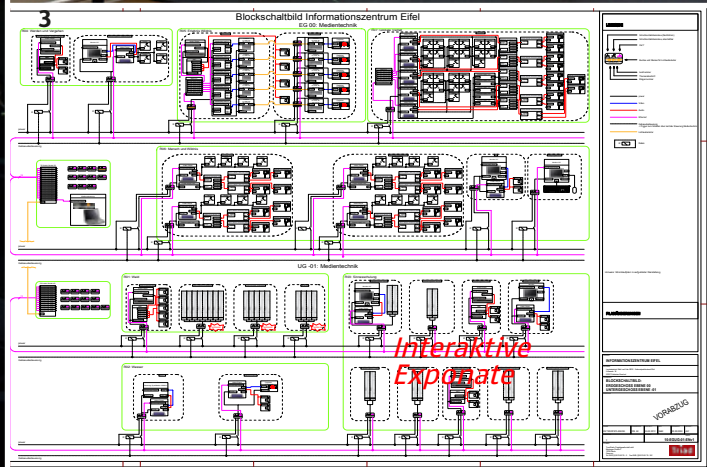
- **Planning**

- Collision Risk Management
- Contracting
- Cost Optimization
- Interface Management
- Requirements Specification
- Document
- Risk Analysis
- Service Phases 1-7 (HOAI)
- Test Installations

- **Implementation**

- Billing Management
- Commissioning
- Construction Management
- Documentation
- Production
- Programming
- Quality Management
- Service Phases 8-9 (HOAI)
- Site Supervision

We implement design and experience concepts with media technology systems and customized solutions completely integrated. From the feasibility study to the test installations /mock-ups, invitations to bid, construction supervision, as well as media control and system integration, all under one roof, we provide efficient processes secured all the way through to the successful and on-schedule launch. During the process, we keep in mind all interfaces for technical building equipment, automation, and infrastructure so that the end result is a functional product.





Technical Planning



1-3 **Dreams of Wilderness**

Exhibition

Eifel National Park Forestry Office

Vogelsang | 2016

4 **Urban Planet**

Expo Pavilion

Bureau of Shanghai

World Expo Coordination

Shanghai | 2010

TRIAD in China

TRIAD in China



German Design with a Chinese Twist

Following the great success at the 2010 Shanghai World Expo, we established a subsidiary in China to strengthen our presence in the Chinese market and improve the management of local projects. At TRIAD China, we bring together the best of both worlds: German design with a Chinese twist.

TRIAD in China

Enter the World of Good Taste

Harbin's gourmets and chefs alike have a top destination for high quality food. Located in Harbin's Qunli district's TRIAD sets new standards in design and exclusivity.

Home Park Food Store

Retail

Grand Shopping Mall Harbin

Harbin | 2014



Sustainable Achievement

For Goldwind – one of the largest wind turbine manufacturers worldwide – TRIAD designed on 400 square meters an interactive multimedia showroom in Beijing.

Goldwind Showroom

Showroom

Goldwind

Beijing | 2016



1



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2



3





TRIAD in China

1 Renewable Energy Exhibition Center

Showroom

Hanergy Holding Group

Beijing | 2015

2 Hunter Gatherer Store

Retail

Hunter Gatherer

Shanghai | 2016

3 Qinghai Solar Museum

Museum

City Delingha

Delingha | 2018

4 Urban Planet

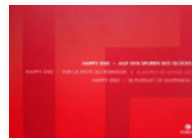
Expo Pavillion

Bureau of Shanghai World Expo

Coordination

Shanghai | 2010

TRIAD Publications and Articles



Happy End – On the Trail of Happiness

TRIAD for
Zurich Financial Services Group 2002



German Customs Museum – A Tour of the Exhibition

TRIAD on behalf of the German
Customs Museum Hamburg
2008



Urban Planet Pavilion – Shanghai

TRIAD 2010

Publications and Articles – a Selection



24h Berlin – A Day in Life

Ed.: OSTKREUZ – Photographers' agency
Publisher: Steidl 2009



More than a Game – The Book on the German Football Museum

Ed.: M. Neukirchner
Publisher: Klartext Verlag 2016



future lab germany – innovations for tomorrow's world

Ed.: G. Bachmann | L. Engelke
Publisher: Murmann 2013



Museum and Archive on the Move

Ed.: Oliver Grau
Publisher: De Gruyter 2017



Organisationen klug gestalten

Ed.: H. Roehl | H. Asselmeyer
Publisher: Schäffer Poeschel 2016



China und Deutschland: 5.0

Ed.: Yu Zhang
Publisher: De Gruyter 2019

