



CONCEPT UNITED · BERLIN
A SHORT INTRODUCTION

FROM CONCEPT TO EXPERIENCE



We design and build brand environments that cut through the floor noise on day one — at trade fairs, on the runway, and at large-scale events. From the first sketch to the final wrench at install: one team, one promise.

IDEA. PLANNING. PRODUCTION. REALISATION.

Four disciplines under one roof. No handoffs, no interfaces, no loss in translation. That's the difference between a render farm and an agency that actually builds.

01 · IDEA

We listen first.

Brand, market, audience — and the uncomfortable questions early. Out of that come ideas that breathe in physical space, not stock-footage decks.

02 · PLANNING

Architecture, not arrangement.

Shop drawings, structural, logistics, permits, schedules. One team, documented in CAD and 3D — no friction between concept and floor.

03 · PRODUCTION

Built, not rendered.

Trusted workshop networks, hand-picked trades, ruthless QA. What the concept promised stands on the hall floor — and looks like the visual.

04 · REALISATION

We stay until the last detail is right.

Build, run, strike. We are on site until the screws are tight and the show runs. On time, on the dot, no drama.

10+

YEARS CREATIVE DIRECTION
CFC COLOGNE

9

INTERNATIONAL FAIR
PLATFORMS

2024

UEFA EURO OPENING
CEREMONIES

SELECTED CLIENTS & PLATFORMS

CFC Cologne

CREATIVE DIRECTION · SINCE
2014

UEFA EURO 2024

OPENING CEREMONIES

Van Gogh Museum

LA ART SHOW · 2023

IMM Cologne

FURNITURE TRADE FAIR

Kind + Jugend Cologne

10+ BRANDS SERVED

Pitti Bimbo Florence

JOOP! & OTHERS

Cybox · Nuby · Osann

CHILD MOBILITY & SAFETY

TeamTex · Julius Zöllner

PREMIUM BABY

ISPO · Domotex · FIMI

SPORT · FLOOR · FASHION

WHAT WE HAVE BUILT.

Six excerpts from recent years — from Europe's largest sports stage to a curated children's-fashion presentation. Every project: concept and build delivered by one team.



UEFA EURO 2024 OPENING CEREMONIES · 2024



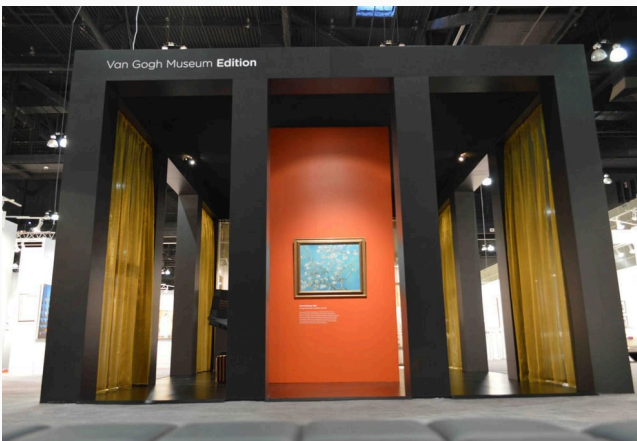
CFC Cologne RUNWAY · COLOGNE · SINCE 2014



Nuby KIND + JUGEND · COLOGNE · 2025



Cybex KIND + JUGEND · COLOGNE · 2019



Van Gogh Museum LA ART SHOW · LOS ANGELES · 2023



IMM Cologne FURNITURE TRADE FAIR · COLOGNE

EVERY PRESENCE IS AN ORIGINAL.

Generic is fatal — a stand that disappears is burned marketing budget. We accept a limited number of projects per year so each gets the head, hand and gut share it deserves.

The first conversation is free and without obligation — and in 20 minutes you'll know if we're the right team.

YOUR CONTACT

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