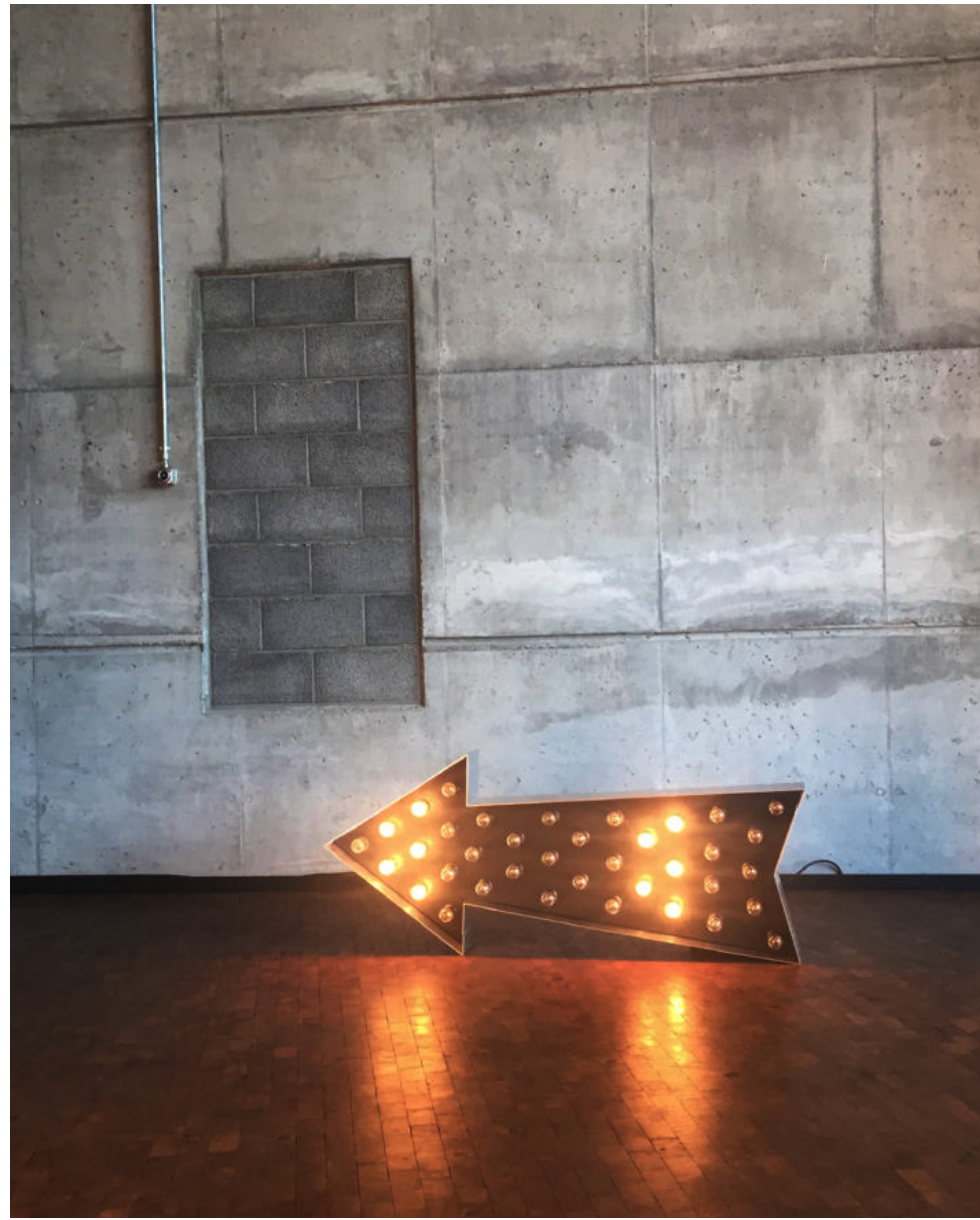


SPRIEFREUNDE



LIVE GOM

BORN IN BERLIN

The “friends” in SPREEFREUNDE (SPREE FRIENDS) is no coincidence. We treat our clients as friends – just like our employees, partners and service providers with whom we’ve been working closely together for many years. What do we do differently? First we take time to listen. And then we ask questions. Because the better we understand our clients, the more effectively, beautifully and valuably we can do our job. We create live, digital and hybrid communication concepts with a clear strategic and creative focus. The founders, Tim and Philipp, are always available for our clients. They form part of our team, which is composed of designers, strategists, event managers, artists, programmers and other digital experts. Together we develop tailor-made, sustainable corporate events with a personal touch, digital events, hybrid events, brandings, exhibition stands, showrooms, road shows and brand positionings.

Owner-managed agency

Marienburg Berlin Prenzlauer Berg

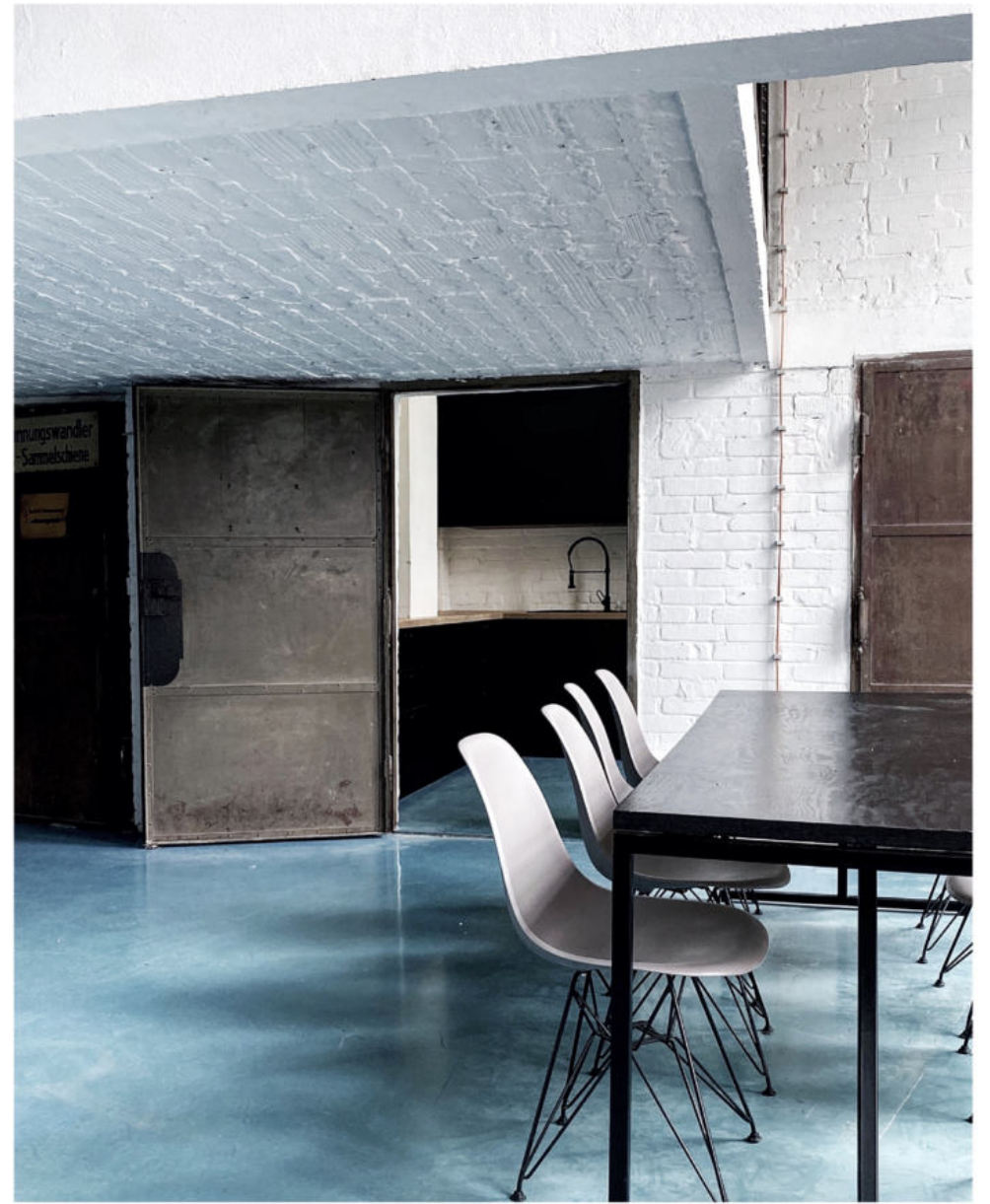
20+ employees

Large network of creatives and service providers

250 national & international projects per year

20 years of experience





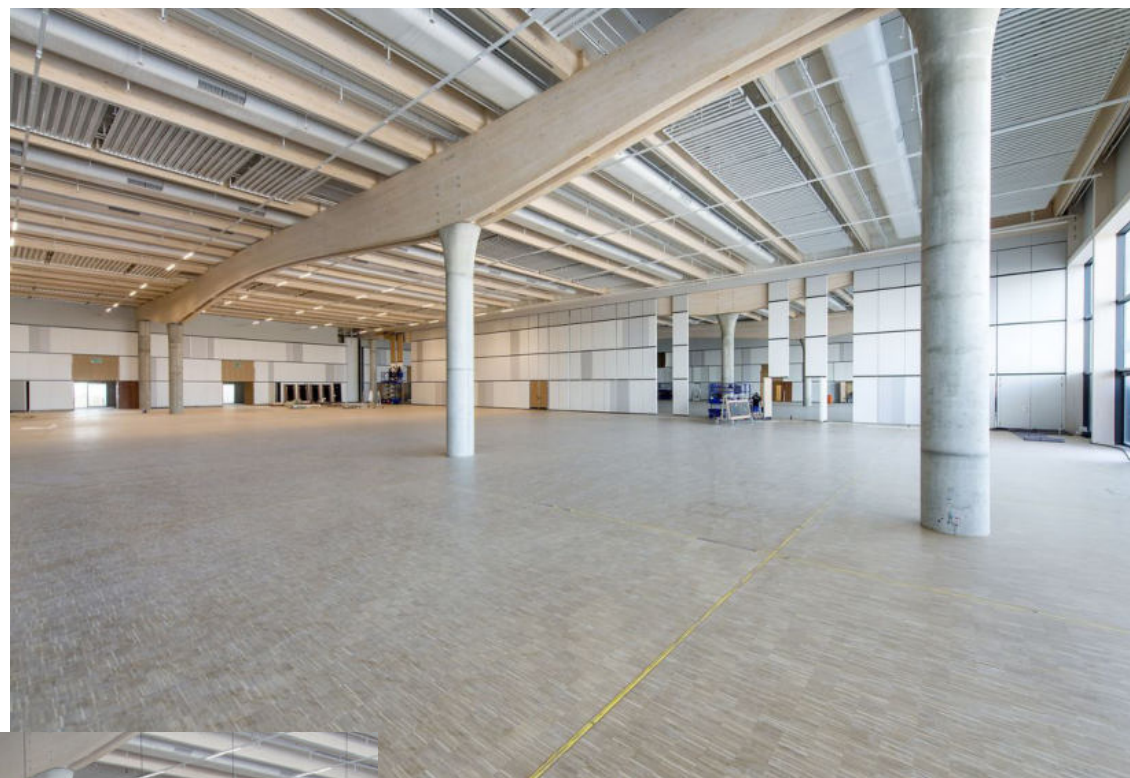
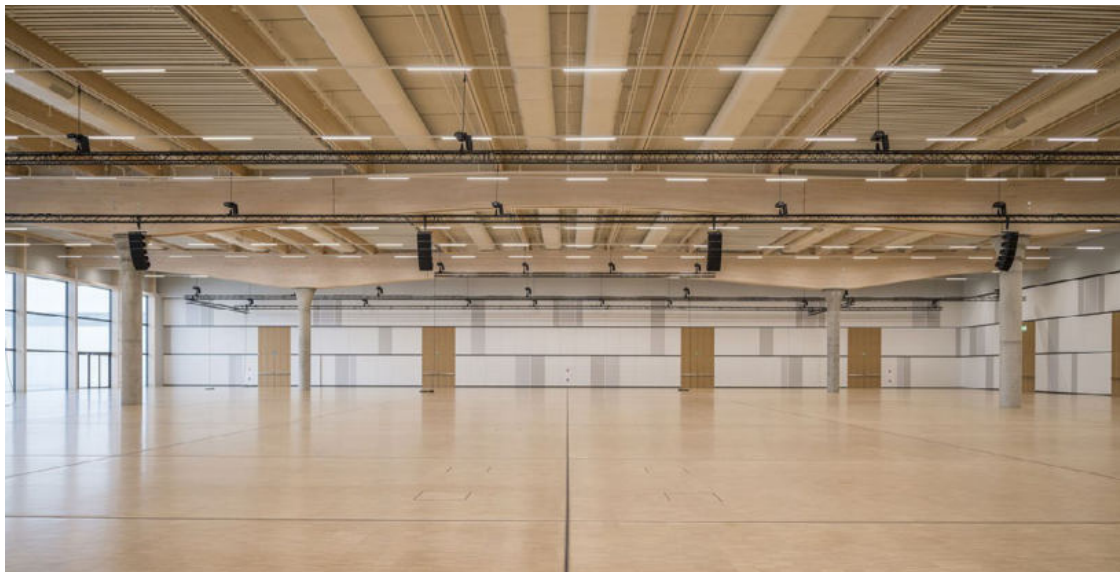
Cases

Car.Software-Org.

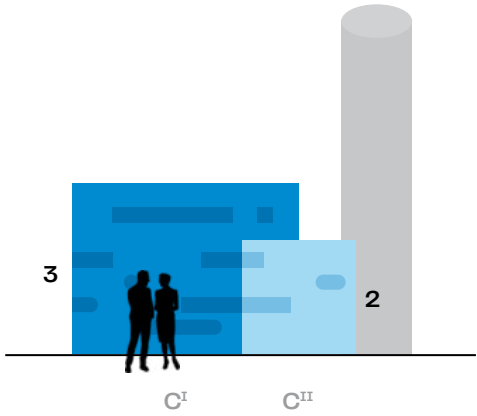
- Task:** The Volkswagen Group was developing its own software platform and founding a company for this purpose. The units were to come from the Volkswagen, Porsche and Audi brands, as well as other VW Group subsidiaries. We planned a tech show to kick off the Car.SW Org. platform as a classic event. But then came Covid-19 ...
- Solution:** What had been analogue became digital. One event day turned into three, and 400 guests on site turned 3,600 worldwide. Three studios the size of an ice hockey field, moving vehicles in the set-ups and about 50 people on site had to be orchestrated. A digital event filled with emotion, interaction, music, incentives, keynotes and a successful start for the Car.SW Org project.

A woman with dark hair, wearing a yellow sleeveless top and light-colored wide-leg trousers, stands on a stage. She is holding a small blue object in her left hand and gesturing with her right. Behind her is a large blue backdrop with the text 'Car.org.' in white. The backdrop is decorated with horizontal teal bars and teal circles. Above the stage, a black truss holds several stage lights. The stage floor is dark, and there are small lights along the base of the backdrop.

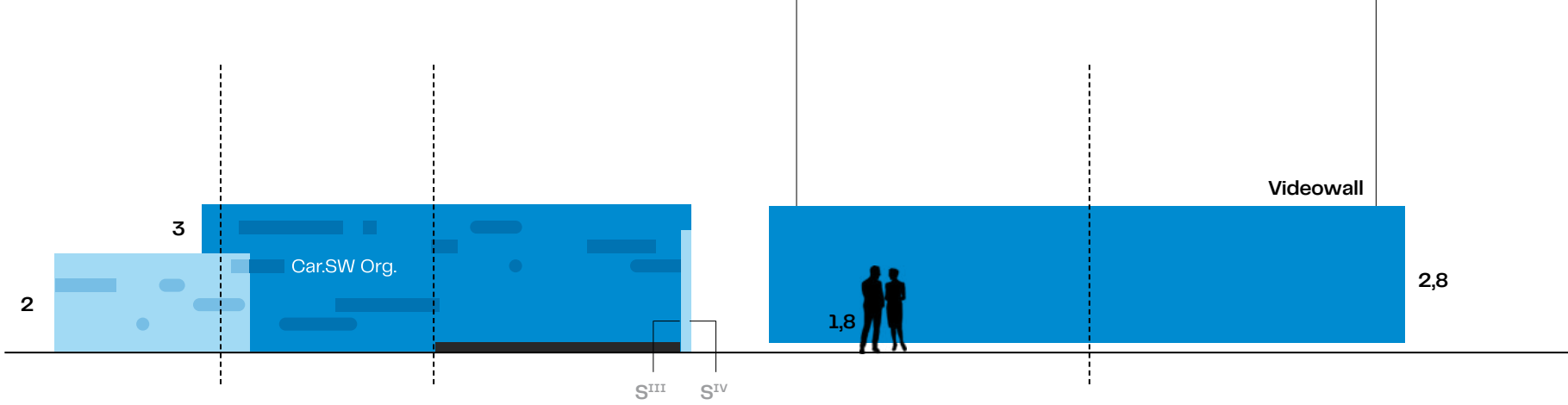
Car.org.



Studio

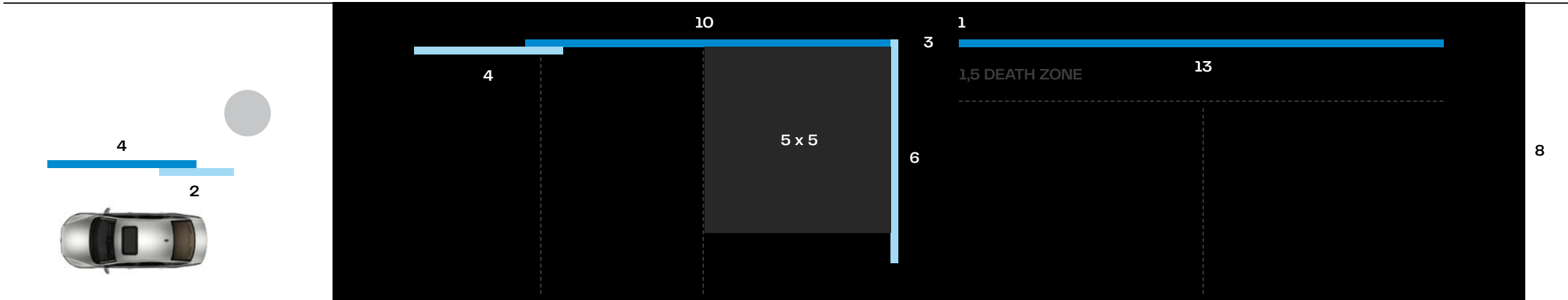


C – Car



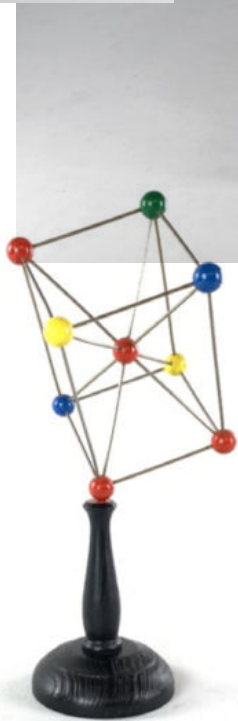
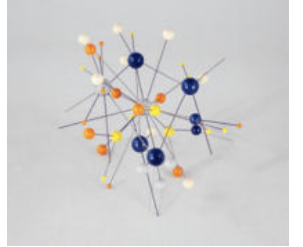
S – Sidestage		L – Lounge
S ^I	S ^{II}	

M – Mainstage	
M ^I	M ^{II}

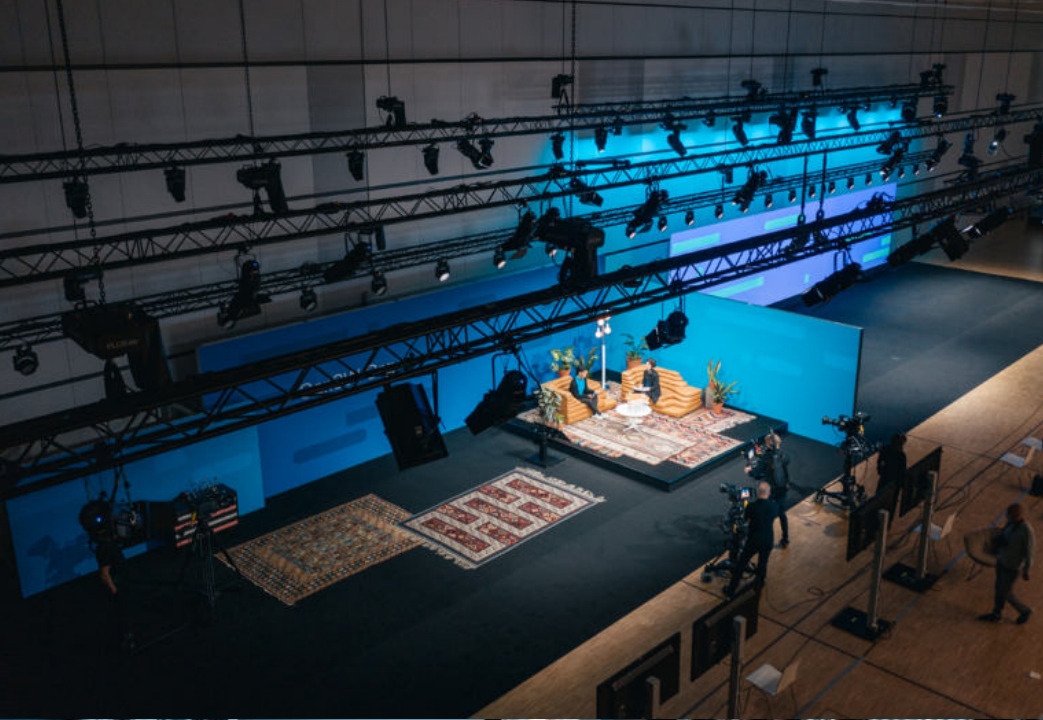




Welcome



Set-ups







Corporate Design

Corporate
Fashion





<https://bit.ly/3mbXzZx>



me and all Hotels

Task: A new, urban hotel chain is being created. It's wonderful that we can help with its development.

Solution: We advise the client on branding, interior and spatial design. Each hotel receives its own unique finishing touches. Using Mainz as an example, we show how the hotel's distinct look blends with creative messages about wine in the interior and decoration, turning guests into fans.



**ONLY
IN MAINZ**



YOU'RE
CUTE

(KIND OF)



HI,
MAINZ



NICE
TO HAVE
YOU.



CALL
#5





ME
AND
ALL
HOTELS
me and all hotels











THIS WAY





Volkswagen We

Task: Promote the Volkswagen brand's digital ecosystem in Germany and around the globe, with a creative customer journey for different target groups as well as employer branding.

Solution: Development and deployment of a flexible exhibition stand system made of scaffolding that sets the stage at the world's largest digital and start-up trade fairs and within the Volkswagen Group, including at Viva Tech Paris, WebSummit Lisbon, re:publica, Mobile World Congress Barcelona, Bits & Pretzels.







We



We

Welcome.

We







Les Echos
START

We



Microsoft AI

Microsoft

DELL Technologies

intel

Winter

Start

Welcome.



We









16:00

Magdalena Czernik



We Connect







Winner
Start-Up Pitch







We

Welcome.



AUGMENTED AGENT

With Start-Up

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Global Forum for Food and Agriculture

- Task:** The kick-off event for the Berlin International Green Week trade fair brings together the who's who behind international economic and agricultural policy. 2,000 participants from 120 nations, 70 agricultural ministers as well as the UN, World Bank, OECD, European Commission and NGOs.
- Solution:** We've been curating and organising the GFFA event for the German Federal Ministry of Food and Agriculture for almost ten years, making sure that guests feel comfortable in Berlin – from the logistics and location to the panels, keynotes and evening events, from the food & beverages to the entertainment.











TREK / Diamant

Task: World premiere of two Diamant e-city bikes in Berlin.

Solution: Our testimonial Guido Maria Kretschmer attracted numerous bloggers, models and Berlin's cool crowd to the event by the river Spree. For the Zouma+, an underground train tunnel beneath Potsdamer Platz square was turned into a test track. The Juna+ was celebrated with DJs and the Booze Bar's team on the Spree. The e-bikes were sold out within just a few days.



DER BLICK NACH VORAN IST UNSERE TRADITION













Volkswagen We Space

Task: Develop flagship store and event location for We – Volkswagen's digital ecosystem.

Solution: With the We Space in Berlin, we've created a space for encounters where almost nothing reminds us of cars – placing people at the centre of digital services. Lightning & Enlightening were the leitmotifs for the interior – a living room with a large stage, auditorium, bookshelves, bar and lots of technology. When it opened in summer 2018, We Space not only became part of the digital community, but also one of Berlin's most popular event locations.



We Space

Berlin — Unter den Linden 19













ALSO'

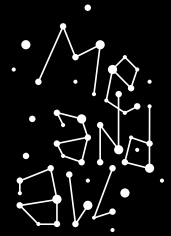


BESTSELLER

be  **Berlin**



Europcar



nh
HOTELS



syngenta®



Volkswagen **We**

CHILDS

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