AIR COLLECTIV

ONE VISION. ONE MISSION. ONE PASSION.

What makes us rare is the synergy of our talents - we don't just make things look beautiful, we make things work, feel and act beautifully too.

Passionated about our disciplines and enjoying out-of-the-box challenging projects, we are eager to push ourselves towards the edges of **OUR ART** and to extend the limits of our creative expression by producing innovative and contemporary solutions of highly poetical value, which guide people through the messages that we carry on and enhance the quality of their experience.

Our multi-disciplinary team led by creative fusion of its founding partners brings an added value by combining its distinctive expertise and talents along with its creativity, perfectionism, technical know-how, respect of budgets and sustainable approach to deliver made to measure projects in order to amaze their audience all over the world.

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AIR COLLECTIV

△▽ SYNERGY

Synergy may be defined as two or more things functioning together to produce a result not independently obtainable.

AIRCOLLECTIV gathers a series of TOP NOTCH individuals, companies and organizations that synergize their particular talents to offer creative solutions in which the outcome is larger and better than the sum of its parts.
We like to use the expression **creative fusion** to describe our artistic and technical approach for achieving creatively unique design and services putting our clients in the forefront of market dispute.
We combine several different expertises to create **visitor/customer/citizen** experiences powered by "innovation", originality and inventiveness. Our highly skilled team brings together awe-inspiring environments. Spaces or places that are visually immersive and interactively engaging.

Graphical design, lighting, industrial and interaction designers, come together with architects, software developers, electrical and mechanical engineers, quality controllers, among others, to collaborate in developing creative yet functional solutions that drive the **visitors'/customers'/citizens'** journey and enhance the quality of their experience.

We like to think of ourselves as **craftsmen of the new** by bringing to life what usually stays only **on paper**. We conceive and design the space, light it up and **fill it** with meaning, creating something that certainly looks and feels different but that is very much pertinent to your **visitors/customers/citizen**. We named ourselves AIRCOLLECTIV precisely because we take what is only ethereal and turn into something real and breathable.
Creating a sense of belonging to a specific landscape - and becoming part of its dynamics - that is what we do best, **by putting people** in the centre of our work and embracing them with our masterly combined use of design, light, sound, colour, marketing & communication and people's willingness to be part of an experience that they probably gone through before.
This approach allows visitors to retail, cultural, learning and other environments to explore content in further detail, by stimulating their active role in uncovering additional layers of information or triggering dynamic visual reactions.
The ability to control, physically and digitally, specific elements through interaction, gives **visitors/customers/citizen** a different sense of experience, one that is more lasting and rewarding.

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AIR COLLECTIV

WE CREATE CULTURE

We create art-driven experiences that bring people togheter.

AIRCOLLECTIV creates destinations through art, culture and placemaking.
We create inclusive experiences, that brings meaning to places, craft authentic identities and build inspiring communities.

Today, people pay attention to those who truly deserve their attention!

AIRCOLLECTIV unites custom-tailored teams of impassioned strategists, architects, designers, fabricators, curators and artists to reimagine and create spaces through art and culture, from idea to **inception**.
Be it for overall real estate concept, public art installations, workplaces, hospitality, project launches, museums or high-end residential developments, we ensure that our customers and their clients or users coexist and connect in unique, beneficial and emotional and emotionally uplifting ways.
We **teamwork** to understand and execute in perfect alignment with each client's objectives.

"A true artist is not one who is inspired, but one who inspires others"
- Salvador Dali -

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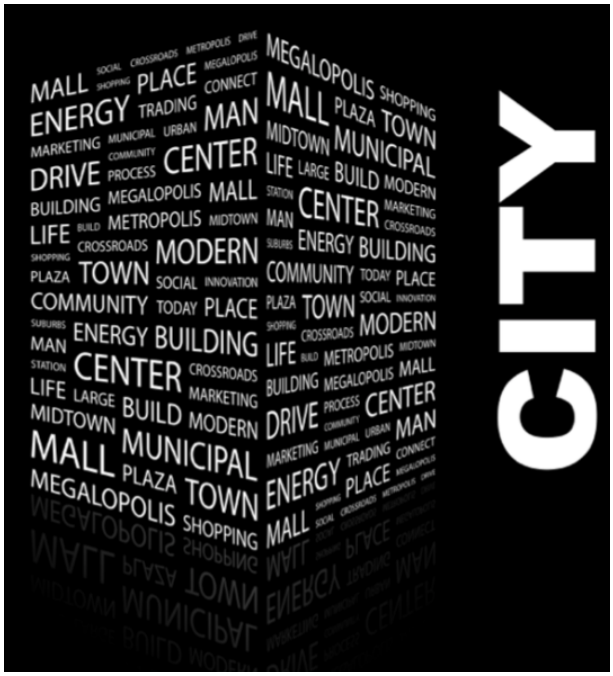
AIR COLLECTIV

Real Estate Development & Space Design Services

AIRCOLLECTIV transforms real estate and architecture project spaces into creative destinations that both unite and excite.
We collaborate with the full scheme of retailers, developers, architects and designers to enhance spaces and create a more remarkable and desirable destinations through concept and design, art, creativity and cultural programming.
Our solutions extend far beyond creating your amazing spaces.
We help to ensure our clients attain their objectives and KPIs through greater awareness and increased 'foot traffic' that can ultimately lead to elevated sales and your **succes**.



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AIR COLLECTIV

Retail

AIRCOLLECTIV concepts conceives more creative, desirable destinations that attract consumers towards more uplifting, engaging and memorable experiences. Experiences that customers will want to live, share and **revisit**. We help brick-and-mortar retailers remain relevant by strategizing inventive ways for them to engage with their audience. We drive consumer traffic to their locations, extend the duration of visits, and keep their brand in the conversation.

We create destinations.

- Strategic design and cultural programming
- Consumer events and activation
- Creative window display design
- Pop-up design and production
- Custom temporary installation
- Digital activation
- Event amplification
- Marketing campaigns

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AIR COLLECTIV

Office

AIRCOLLECTIV designs vibrant, vital and invitingly relatable work environments.
To attract and retain talent, today's employers need to offer human-centric workplaces. We provide them with the experts and expertise to develop creative office spaces that foster innovation, productivity and sense of community.

- Creative space design
- Artistic integration
- Art collection and curation
- Cultural and artistic programming
- Creative consulting

Tour&Taxis BRUSSELS, BELGIUM ©Roberto Maffioli @aircollectiv

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AIR COLLECTIV

Residential

AIRCOLLECTIV infuses residential spaces with soul and personality through its unique integration of art and culture.
New projects must now go above and beyond to stand out and remain both relevant and unique.
AIRCOLLECTIV creates and assembles project-specific art and design.
We work alongside clients from ideation to fabrication, and through ongoing design and cultural programming.
We change the way real estate projects are conceived and destined to thrive.

- Public space design
- Construction hoarding
- Construction site enhancement and activation
- Public art installation
- Art collection and curation
- Commissioned art pieces
- Marketing campaigns

THE MAGIC OF THE LOCATION

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AIR COLLECTIV

△▽ ... THE FUTURE NEVER WAITS

CLICK ↙

△▽ https://youtu.be/B-EvLSjDSAw

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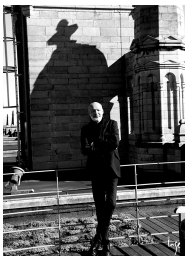
AIR COLLECTIV

YOUR FUTURE WITH US

ART DIRECTOR
INGE CNUDDE



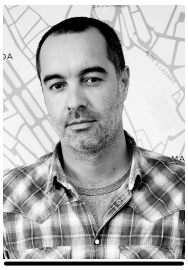
ART DIRECTOR
TOM DE GRAEVE

ART DIRECTOR
KOERT VERMEULEN

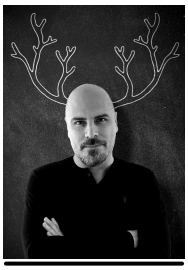
ART DIRECTOR
IGNACIO BARRANGA

ART DIRECTOR
ROBERTO MAFFIOLI

STRATEGY DIRECTOR
PATRICK WILLEMARCK



ART DIRECTOR
LEONEL DUARTE



BRANDING EXPERT
BURAK ISIK

ART DIRECTOR
JOÃO PESTANA DIAS

TECHNICAL DIRECTOR
CHRISTOPHE VAN SCHOORISSE

MUSIC PRODUCER
RENAAT VANDEPAPELIERE

JUNIOR ART DIRECTOR
MAYA DE GRAEVE

LEGAL ADVISOR
BART VAN HYFTE

TECHNICAL ENGINEER
PETER NYS

REAL ESTATE ADVISOR
PHILIP CNUDDE

ICT SPECIALIST
MASSIMO SAELENS

MORE TALENT FOLLOWING

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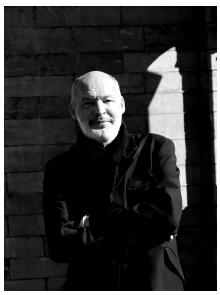
WHO'S WHO

ART DIRECTOR Inge Cnudde

General Manager

'A passionate mate who brings AIRCOLLECTIV to a higher level.'
-Tom-

www.wenotme.today/inge



ART DIRECTOR Tom De Graeve

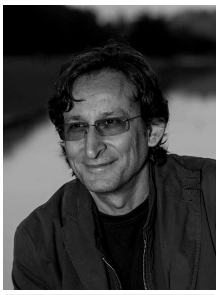
'Tom is creative, artistic, eclectic, intelligent, brave, charismatic, stubborn, tasteful, over the top, loyal, out of the box, inventive, chaotic, team player, teacher, student, mentor, and a good friend, ..'
-Koert-

www.wenotme.today/tom

ART DIRECTOR Koert Vermeulen

ACTLD designs, develops and delivers outstanding lighting and experiential environments worldwide.
Our desire is to explore, share and deliver our inspirations with each new project. Keeping the joy and wonder of the audience in mind, as a team it is our goal to engage the public by delivering the finest lighting and experience designs possible.

www.actld.com



ART DIRECTOR Ignacio Barranga

'A passionate man with a vision on the world with all qualities concerned.
A master in his thinking, believe and doing.
Creating everything with passion with his heart and soul'
-Tom-

ART DIRECTOR Roberto Maffioli

My passion is to realize what I draw, putting all of me in every work I do.
I work with several companies as Technical Consultant for engineering, industrial design, executive planning for architectural and industrial production.

www.3dprogetti.it

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WHO'S WHO

STRATEGY DIRECTOR Patrick Willemarck

Director of strategy & consumer insights, focused on sustainable competitive edges for our clients.

'Patrick has more than 30 years of experience in running the renewing of communication @ ITS BEST'
-Tom-

TECHNICAL DIRECTOR Christophe Van Schoorisse

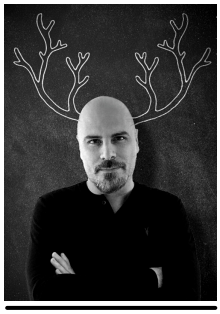
ASP is a production and engineering company with a dedicated team of specialists with more than 30 years of experience in the event and meeting industry. We offer fully integrated event solutions on a daily base all over Europe.

www.aspgroup.be

ART DIRECTOR João Pestana Dias

We believe that beauty is a form of genius and because of that, we don't design events.
We design dreams.

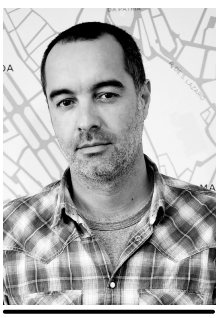
www.faduspecialevents.com



BRANDING EXPERT Burak Isik

Founder and creative director of Brandeer Design / London, is very well known for his corporate id design work with more than 300 branding projects under his belt.
He believes in building strong brand characters with a visual strategy and impactful, smart graphic designs.

www.brandeer.co.uk



ART DIRECTOR Leonel Duarte

20+ years experience in solving design challenges ranging from print to digital media. In the later years his focus has been to apply a design thinking approach combined with new interaction technologies to create meaningful digital experiences that can affect the way people interact with information, spaces, brands and services in their day-to-day life.

https://leonelduarte.myportfolio.com

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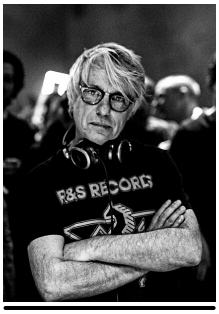
WHO'S WHO



MUSIC PRODUCER Renaat Vandepapeliere

'Renaat is the pioneer of the Belgium production music scène.
He has created a vibe of productions that are still ICONIC for decades in the music landscape.
Our dearly most appreciated Belgium producer is 'The Sound Of Belgium'
-Tom-

www.randsrecords.com

JUNIOR ART DIRECTOR Maya De Graeve

'YOUNG TALENTS ARE OUR FUTURE !
Having the skills and some character traits from her father, Maya is conquering the world in her own specific, creative way'

www.mayadegraeve.nl

TECHNICAL ENGINEER Peter Nys

''Peter is 'la crème de la crème' in technical specifications for real estate developments and one of my dearest partners at T&T'
-Tom-

www.antae.be

LEGAL ADVISOR Bart Van Hyfte

'A true friend who always follows our creative tracks around the world, protecting our rights and concepts'
-Tom-

https://resolved.law

REAL ESTATE AGENT Philip Cnudde

IMMO MOMENT delivers their clients a 'Highly Personalised Professional Service' in all areas of Real Estate in SPAIN: Buying, Selling, Renting and Managing, with offices in Spain & Belgium.

www.immomoment.com

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WHO'S WHO

ICT SPECIALIST Massimo Saelens

COOKIES & CLOUD *originated from a passion and enthusiasm for everything related to computers, ICT and multimedia. The computer world and the speed at which everything evolves is fascinating. Although we ICT people generally have a somewhat boring image, I am convinced that ICT adds a lot of buzz to life.*

www.cookiesandcloud.be

MORE TALENT FOLLOWING

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AIR COLLECTIV

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AIR COLLECTIV

△▽ OUR VALUES

Our people enjoy a personal stake in your continued success and take pride in what we do.

- **We're here to serve our clients.**
  Our commitment to our clients is deeply ingrained in our corporate culture - and we go above and beyond every day to prove it. It's in our AIR' DNA.

- **We get to know your business.**
  We keep abreast of what's going on in your business and ours - so we can deliver the best marketing solutions possible.

- **We're passionate about what we do.**
  We never lose sight of what matters most: our relationship with the client.
  We only succeed when our clients succeed.

- **We're great to work with.**
  We like to have fun, but we're serious about results. We have strong opinions, but no attitude.
  We know our craft, but are open minded and all ideas are welcome.

- **We are creative, but smart too.**
  We produce clever work, but always keep the objective of each campaign top of mind.

- **We do the right thing.**
  We recommend tactics that make sense, even if it means less money in our pocket.
  We find the most cost-effective means to achieve your goals.

- **We are results-oriented.**
  Pure and simple, that's what we and our clients care about most – the bottom line!
  Cool, award-winning creative is great – but tangible results are even better.
  We strive for both.

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AIR COLLECTIV

△▽ CREATIVE

Whether your brand needs a simple re-fresh or a complete re-design, our award-winning team of creative professionals will make sure you will be looking good in 2021 and in the future!
An optimized brand presents key messages and vivid images at the precise point your target is most actively engaged. That message must rise above the clutter and spark a connection in the mind of the prospect so your brand makes an indelible impression long after the initial contact.

Our roots are in the advertising agency business. However, years ago, we discovered that often the best solution to a client's needs sometimes involved more than advertising. That's when we started looking at advertising as only a portion of a business solution.

> **AIRCOLLECTIV is a full-service branding and marketing firm that helps visionary companies emphasize their strengths and elevate their brands.**
> **With a complete range of creative capabilities, we craft authentic brand experiences that engage and inspire audiences at every touch point.**

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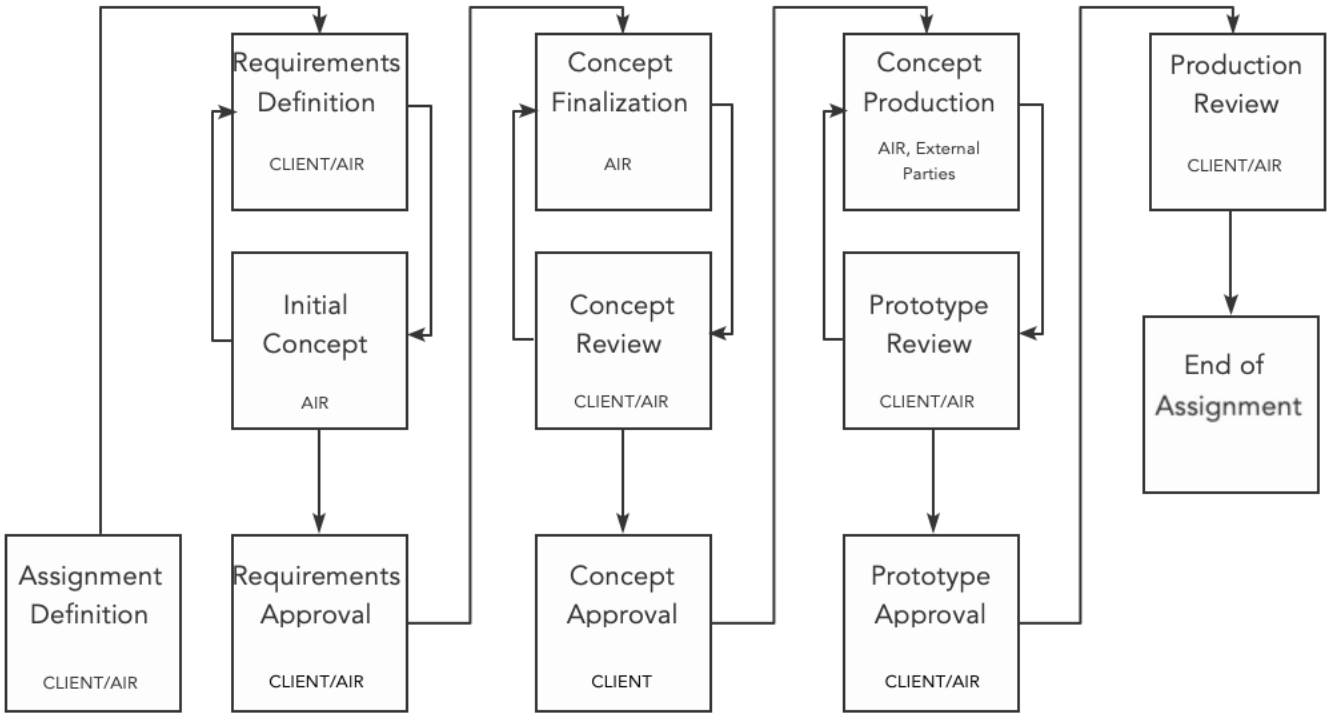
AIR COLLECTIV

△▽ SERVICES PROVIDED BY AIRCOLLECTIV

AIRCOLLECTIV shall deliver any material deemed appropriate for each assignment by THE CLIENT using the following cycle:

- Assignment Definition
- Requirements Definition
- Initial Concept
- Requirements Approval
- Concept Finalization
- Concept Review
- Concept Approval
- Concept Production
- Prototype Review
- Prototype Approval
- Production Review
- End of Assignment

The following graph illustrates this process:



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AIR COLLECTIV

△▽ **▲N INTELLIGENT FOOL CAN MAKE THINGS BIGGER, MORE COMPLEX.**
IT TAKES A TOUCH OF GENIUS, AND A LOT OF COURAGE, TO MOVE IN THE OPPOSITE DIRECTION.

- ▲LBERT EINSTEIN -

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AIR COLLECTIV

△▽ TO OUR CLIENTS WE OFFER :

A professional marketing and concept system that provides the highest standards of quality and efficiency where service, creativity, reliability, and integrity are the hallmarks of every aspect of our work.
Our effort is to ensure that we are satisfying the client's needs and providing materials that are strategically on target as well as having the ability to produce superior results.
Through creative thinking and strategic planning, we will reach the marketing objectives of our clients.
We expect to be accountable for helping our clients obtain measurable goals, which may include (but are not limited to) sales or awareness.

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AIR COLLECTIV

△▽ OUR SKILLS

Graphic Design
Art Direction
Photography
Advertising
Event Management
Marketing
Art
Corporate Identity
Retail
Creative Direction
Concept Design
Concept Development
Marketing Communications
Digital Marketing
Social Media Marketing
Online Advertising
Brand Development
Corporate Branding
Commercial Real Estate
Conceptual Design
Creative Concept Design
Conceptual Art
Interior Architecture
Marketing Strategy
Curating
Real Estate Advice & Design

Curatoral Projects
Entrepreneurship
New Business Development
Visual Arts
Digital Art
Creative Strategy
Branding & Identity
Digital Media
Interior Design
Brand Management
Multimedia
Design Management
Digital Strategy
Integrated Marketing
Logo Design
Web Design
Online Marketing
Social Media
Business Strategy Management
Project management
Public Relations
Strategic Planning
Strategy
Marketing Management
The Music Industry
Real Estate Strategy Management

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AIR COLLECTIV

TO DO THE IMPOSSIBLE,
YOU MUST SEE THE INVISIBLE

"we listen to your needs,
create and design it
to your specifications,
and build it to your dreams!"

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AIR COLLECTIV

△▽ RECOMMANDATIONS

△▽ *“They're very creative in coming up with ideas that are clever and fun. They don’t just do the bare minimum of what we ask them to do, but rather they always come back with more than we asked of them.”*

△▽ *"The biggest gift for our company has been finding this exceptional AIRCOLLECTIV-team and making them an integral part of everything from the beginning."*

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AIR COLLECTIV

△▽ SOME REFERENCES

AN ARTIST called Tom has always "pushed talent" within and through his AIRCOLLECTIV' team initiatives, world wide.
Without his creative team, during all those years, he wouldn't have made it!
Thirty years of experience have allowed Tom to hone his distinctive style across a wide range of media. From conceptual and strategic branding and development, to design and art direction; from events and marketing, to web and graphic design; from photography to film - whether it's traditional or digital, for print or for the screen, Tom devours all things creative. After earning his masters degree at the Marshall School of Business USC in Los Angeles, Tom immediately began designing for top agencies and International and local brands.

Past and current clients include, ACT lighting design, Multi Development Corporation, Coca-Cola, Nintendo, Nescafé, ZOM USA, Extensa, Johnson & Johnson, Danone, Diageo, Caterpillar, MTV, HBO, The History Channel, The Biography Channel, Ydreams, The Constance Group, etc ..

TAG ISTANBUL
Istanbul, Turkey, 2009

On the evening of October 19th, Istanbul was an open stage for an extraordinary art performance which has never been exhibited before in Turkey. The most famous buildings which are considered to be the "symbols of Istanbul" turned into canvases for these famous artists. Famous poet's verses converted into light and glide across Istanbul.

Forum Istanbul Shopping Center, which opened in November, organized the
"Tag Istanbul / If Istanbul was a Canvas" event as a gift to Istanbul when Istanbul turned into a huge gallery for one night.

Tom de Graeve was the artistic director of **Tag Istanbul** event.
Different prominent Turkish artists including Ara Guler, Mehmet Guleryuz, Haluk Akakce, Bedri Baykan, to name a few, shared their creative passion through different artistic disciplines such as painting, graffiti photography and literature.

CLICK ↙

△▽ https://youtu.be/O_xNoSoqXGo

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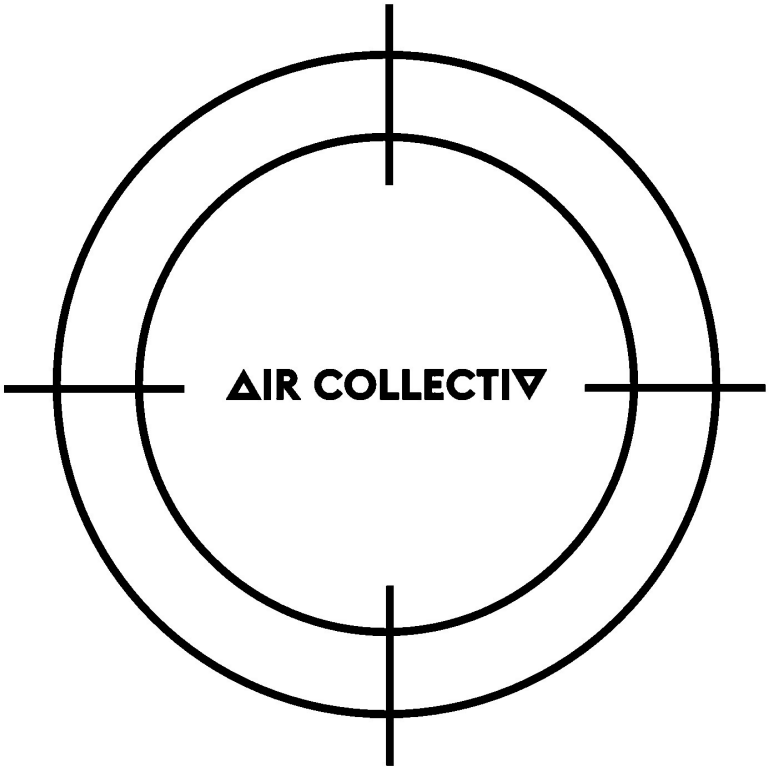
AIR COLLECTIV

TOMORROW NEVER WAITS

ONE MISSION. ONE VISION. ONE PASSION.



YOU ARE OUR NEXT TARGET

△▽

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AIR COLLECTIV

△▽ CONTACT

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cnuddeinge@gmail.com
+32 477 58 51 59
www.wenotme.today/aircollectiv

IG https://www.instagram.com/aircollectiv/
FB https://www.facebook.com/AIRCOLLECTIVteam
IN https://www.linkedin.com/company/aircollectiv/mycompany/

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