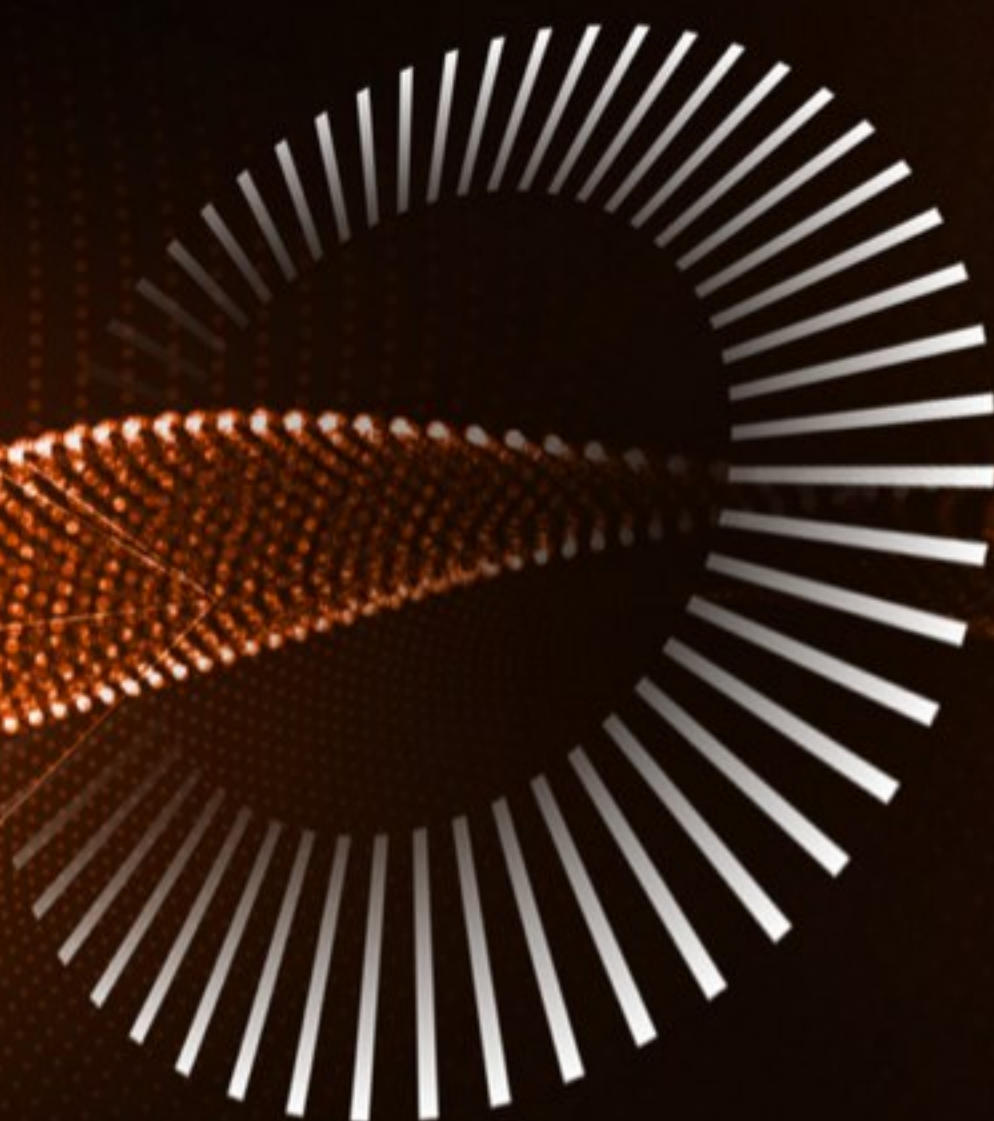




HORIZEN
DESIGN

WE DESIGN EXPERIENCES THAT STAY.

IDEATE • CREATE • EXECUTE



CRAFTING LIVE EXPERIENCES THAT **CONNECT AT EVERY LEVEL.**

LET'S CREATE SOMETHING

UNFORGETTABLE.



Bē



ABOUT HORIZEN

01

HORIZEN IS A LIVE EXPERIENCE DESIGN COMPANY CREATING IDENTITIES, VISUAL SYSTEMS, AND IMMERSIVE ENVIRONMENTS FOR EXPERIENCES BUILT TO BE SEEN, FELT, AND REMEMBERED.

FROM CONCERT PROPERTIES AND TOURING FORMATS TO VENUE BRANDING AND CAMPAIGN ECOSYSTEMS, WE SHAPE HOW LIVE EXPERIENCES LOOK, MOVE, AND CONNECT.

OUR WORK EXISTS AT THE INTERSECTION OF IDENTITY, EMOTION, AND SCALE—DESIGNED TO PERFORM IN REAL SPACES FOR REAL AUDIENCES.



CREATIVE DIRECTION & EXPERIENCE STRATEGY

WE DEFINE THE CORE IDEA, IDENTITY, AND NARRATIVE THAT SHAPES THE ENTIRE SHOW.

- CONCEPT DEVELOPMENT
- IP CONCEPTUALIZATION
- ARTIST CENTRIC IDENTITY
- SPONSOR INTEGRATION
- SCALABLE SYSTEMS



MARKETING STRATEGY & EXECUTION

WE DESIGN CAMPAIGNS THAT DRIVE VISIBILITY, REACH, AND AUDIENCE PULL.

- CAMPAIGN STRATEGY
- OUTDOOR PLAN
- REGIONAL ADAPTATIONS
- GUERRILLA CAMPAIGNS
- COLLABORATION PLANS



COPYWRITING & CONTENT

WE CRAFT THE VOICE THAT COMMUNICATES THE EXPERIENCE ACROSS EVERY PLATFORM.

- PLATFORM COPY
- SCRIPTED PROMOS
- WRITEUP STRATEGY
- ON-SCREEN CONTENT
- PRESS COMMUNICATION



SOCIAL MEDIA & MARKETING SUPPORT

WE BUILD MOMENTUM THROUGH CONSISTENT, ENGAGING, PLATFORM-FIRST CONTENT.

- ANNOUNCEMENT PLAN
- META SUPPORT
- ENGAGEMENT FORMATS
- COUNTDOWN SYSTEMS
- CROSS PLATFORM



VIDEO PRODUCTION & EDITING

WE BRING THE EXPERIENCE TO LIFE THROUGH MOTION, BEFORE AND BEYOND THE STAGE.

- MOTION POSTERS
- TEASERS & PROMOS
- AFTERMOVIES
- BTS & ARTIST CONTENT
- LIVE VISUAL FEEDS



LED ARTIST VISUALS (INTRA SHOW)

WE DESIGN IMMERSIVE VISUAL SYSTEMS THAT PERFORM LIVE ON STAGE. INCORPORATING INDUSTRY LEADING SOFTWARES LIKE NOTCH AND DIGUISE

- SHOW VISUAL SYSTEMS
- ARTIST OPENING LOOPS
- SPONSOR VISIBILITY
- OUTDOOR VISUALS
- BRAND INTEGRATIONS



ON GROUND BRANDING AND TICKETING SYSTEM

WE TRANSLATE IDENTITY INTO TANGIBLE ELEMENTS ACROSS THE VENUE AND AUDIENCE JOURNEY TO ENSURE THE MOST PREMIUM EXPERIENCE ACROSS ZONES

- VENUE BRANDING
- INSTALLATIONS
- WAYFINDING FOR ZONES
- TICKETING SYSTEM
- ACCREDITATIONS



SUPPORT & EXECUTION (OOH + PRODUCTION+ TICKETING PLATFORM)

WE ENSURE SEAMLESS DELIVERY FROM CONCEPT TO LIVE EXPERIENCE WITH PRECISION AND CONTROL.

- TICKETING PLATFORM
- VENDOR COORDINATION
- BRAND ALIGNMENT
- SPONSOR DELIVERABLES
- SCALABLE EXECUTION

GIGS

ACROSS STAGES

FROM INTIMATE VENUES TO MASSIVE STADIUMS. WE DESIGN EXPERIENCES THAT RESONATE EVERYWHERE

22⁺

LIVE EXPERIENCE

80⁺

ARTISTS

20⁺

CITIES

5M⁺

AUDIENCE REACH

OUR CLIENTS

TRUSTED BY THOSE SHAPING LIVE ENTERTAINMENT CULTURE.

book my show



mepass

LAQSHYA
MEDIA GROUP

MARYA
ENTERTAINMENT

PRODUCED BY
FELICITY
THEATRE



sunburn
arena



SHOWCASE

INTEGRATED LOGO UNITS THAT HOLD THE EXPERIENCE TOGETHER
ACROSS EVERY TOUCHPOINT, DESIGNED TO BECOME THE FACE OF
UNFORGETTABLE EXPERIENCES

VISHAL AND SHEYKHAR LIVE



HAAZRI- 2026



SATRANGI RE- BY SONU NIGAM



FOREVER KISHORE- SHAAN SE



THE POLYGON PROJECT



HARIHARAN- LIVE IN CONCERT



CARRY ON SPYING



HUMARE RAM- UK,NZ,AU



MAHABHARAT- PUNEET ISSAR



BADSHAH-PUNE



DJ SNAKE-INDIA TOUR 2026



PATIYALA MEHFIL



DHONI- ICC



FAIZ MUSTAFA COLLECTIVE



KARWAAN OFFICIAL



MSPG-2026



LAUGH IT OFF- BMS



KEY VISUAL

GALLERY

06

IDEATING KEY VISUALS THAT ARE ARTIST- AND AUDIENCE-CENTRIC, MADE TO STANDOUT, SHOWCASE GRANDUER, AND LEAVE A LASTING IMPACT.



VISUAL WORLDS



01
CONCEPT

02
CREATE

03
ROLLOUT

04
SCALE

05
EXECUTE

GIGS FOR FY25-26



PROMO REACH

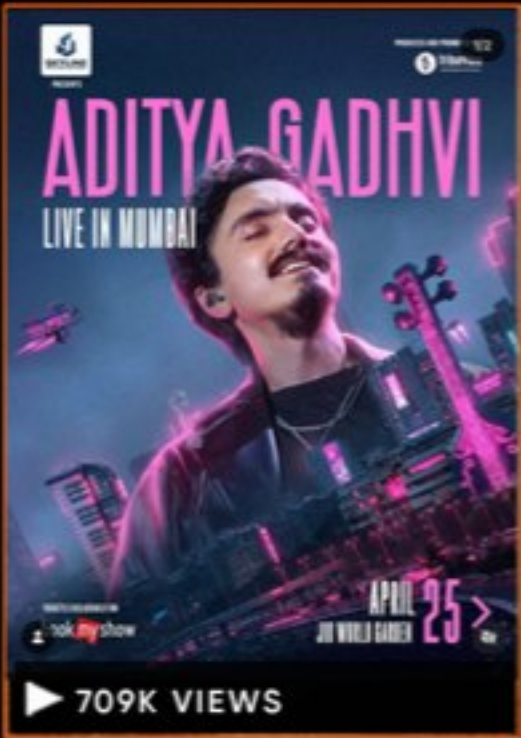
IT BEGINS WITH THE ANNOUNCEMENT—LARGER THAN LIFE, BUILT TO SCALE, AND CRAFTED TO REFLECT THE MAGNITUDE OF THE EXPERIENCE AUDIENCES INVEST IN.



1*
HIGHEST VIEWED ON
BMS INSTAGRAM

73M
VIEWS ON
INSTAGRAM

WE CURATED THE ANNOUNCEMENT VIDEO FOR VISHAL & SHEKHAR'S FIRST TICKETED SHOW— 73M+ VIEWS, THE HIGHEST ON BOOKMYSHOW TO DATE.





HORIZEN

DESIGN

LETS
CONNECT

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