



OLIVIER MONOD DE FROIDEVILLE

‘Storytelling and craftsmanship shape our core’

Experience and social interactions remain essential in an increasingly digitalized world. As a globally operating collective, 360 Experience Group has all tools at its disposal to create unforgettable experiences. Olivier Monod de Froideville on the power of storytelling and craftsmanship; “Our goal is to create lasting impact with our knowledge and creativity, whether for brands, artists, promoters or agencies.”

BY: ARNOLD LE FÈBRE | PHOTOGRAPHY: STEVEN VAN KOOIJK

‘Although AI and digital innovations make us work much more efficiently, our strength lies in real life tangibility’

The pay-off for 360 Experience Group is ‘Crafting unforgettable experiences that move the world.’ “A sentence that accurately reflects what we do and what we stand for. The word ‘crafting’ also refers to the design, the creative aspect and the craftsmanship and knowledge that we have in-house.”

Lasting impact

Experience and social interactions remain essential in an increasingly digital world, Monod de Froideville emphasises. “Although AI and digital innovations allow us to work much more efficiently and we must embrace technological developments, our strength lies in real life tangibility. People remember moments in which they really experience something, and their senses are stimulated – from the first time at Disney World to a spectacular laser show. These memories last for decades. Our goal is therefore to create lasting impact with our knowledge and creativity and to stimulate human interaction and connection, whether that is for brands, artists, promoters or agencies. Now more than ever, it is important to create a counter-narrative with live experiences. Ultimately, it is about the story you tell and the brand experience you create.” The same power of storytelling is becoming increasingly important in office environments, tourist attractions and public spaces, where architecture is often combined with light and video art. “Light festivals and interactive sculptures are great examples of how art, technology and creativity come together.”

Long-term relationships

“Our proposition is really focused on craftsmanship. The knowledge, skills and creativity of our people. We want to be at the forefront, come up with ideas and new products and respond to developments in the market. We are increasingly seen as a ‘Preferred Supplier’ by more and more companies. Why? Our bundling of services is quite unique and our capacity is substantial. We have a total of 150 colleagues within our group and brands. We enjoy building long-term relationships with larger companies. For example, we have been working for Tiësto for fifteen years (e.g. touring and shows) and have been working with Martin Garrix for ten years. We also recently provided the decor for the MTV European Music Awards in Manchester for the tenth time. Furthermore, we are proud to have built the decor for the Eurovision Song Contest three times to date. The fact that we have been able to do this that often is unique!”

Clients

Olivier Monod de Froideville: “If you have to capture our clients in three containers, firstly there are brands and artists. They are the IP holders. Secondly, there are promoters who themselves come up with and organise live concepts. Thirdly, you have producers/agencies, who organise or arrange something on behalf of their clients and do that together with us. We do business events (such as conferences, product launches and celebrations), television, entertainment (such as concerts and festivals), but also ▶

We speak to Olivier Monod de Froideville, CCO and partner of 360 Experience Group, at the Unbranded office at the Mediapark in Hilversum. A gigantic building spanning nearly 215,000 square feet which oozes history and has played a vital role in the Dutch television landscape since 1951.

Telling a visual story

“The companies that are part of our group originally come from the world of events and television, but in recent years our focus has become increasingly broader,” says Monod de Froideville.

“We are now also active in pop-up stores, brand activations, experience centers and even in clubs. Storytelling is the common thread here. It is about telling a visual story, whether it’s a company’s story at a corporate event or a DJ set at a festival. The world around us may be becoming increasingly digital and individualistic, but in our view humans are truly herd animals. We want to meet, be together, be entertained, experience things and create unforgettable moments together.”

360 Experience Group

360 Experience Group is a multidisciplinary collective of globally operating and award-winning companies from the event, entertainment, television and experience sector.

The group can be divided into four divisions: Creative, Production, Scenic, and Specials:

- The ‘Creative’ division includes the companies Live Legends, Live Legends Music, Vision Impossible and Studio Twenty5. These creative companies are located in Abcoude.
- The ‘Production’ division can be found in Breda and consists of Unlimited Productions (founded by DJ Tiësto), 4Light Technical Projects and All Artist Advancing (AAA).
- The ‘Scenic’ division is located at the Mediapark in Hilversum and includes the companies Unbranded and Loovision.
- The ‘Specials’ division includes 360 Experience Group’s own products, with Soulmates Creative LED in Hilversum and Unlimited Solutions in Breda.

Introducing 360 Experience:

LIVE LEGENDS

Live Legends designs live experiences worldwide, where creativity and technology come together to bring stories to life. From sketch, to visualization, to live.

LIVE LEGENDS MUSIC

Music director, composer and producer Joos van Leeuwen specializes in music composition, direction, production and live recordings.

STUDIO TWENTY5

Studio Twenty5 offers tailor-made online event concepts from an advanced green screen studio with full-service production facilities.

VISION IMPOSSIBLE

Founded in 1997 in Amsterdam, Vision Impossible creates immersive experiences through video, projection mapping, motion graphics and show design.

UNLIMITED PRODUCTIONS

Unlimited Productions is an independent full-service production company that translates creative concepts into executable plans for various live events.

UNLIMITED SOLUTIONS

Unlimited Solutions develops innovative products and tools for the event industry, such as the BGR70 truss and Unlimited Motion Stabiliser (U-MotionST).

4LIGHT TECHNICAL PROJECTS

4Light Technical Projects is a technical producer of worldwide shows, specialized in audiovisual techniques, engineering and complex technical productions.

UNBRANDED

Since 1951, Unbranded has been a specialist in creating decors for entertainment, television, museums, interiors, retail and corporate events.

SOULMATES CREATIVE LED

SoulMates Creative LED offers innovative LED solutions, show control and interactive systems for television programs and events.

LOOVISION

Loovision offers logistics, crew, maintenance, storage and installation for studio sets that are used for multiple seasons.

increasingly (e)Sports, permanent installations and location-based entertainment.”

Location-based entertainment

The latter category in particular is experiencing enormous growth, says Monod de Froideville. “We are currently working on various new initiatives for installations in permanent locations, where an entire experience world is created around a specific theme. We are seeing more and more of these types of initiatives emerging all over the world. An additional advantage is that such new forms of entertainment are more sustainable than, for example, a festival, where you could spend a week building up for one show.”

Sustainability

360 Experience Group was also involved in the ten shows that British superstar Adele gave in Munich in August. A temporary arena designed by Florian Wieder was built especially for the concerts, which could accommodate 80,000 fans. “That was a great operation! In my opinion, this is also a new form of entertainment. Instead of an artist or band driving all over Europe with 40 trucks, fans are now asked to come to one specific location. Not only can Live Nation – in this case – sell many more tickets at one location, the local economy also gets a huge boost. People were encouraged to travel to Munich in a sustainable way. Of course, a lot of flights were made, but I do think that such concepts have a future. Almost a million fans travelled to Munich in one month, a mind-blowing number.” Sustainability also touches the logistics and the way in which the shows are built up and combined. “Sustainability is extremely important to us. We are certainly aware of this within our companies, by cleverly reusing facilities and, for example, working

360 EXPERIENCE GROUP IN NUMBERS

3
offices

150
employees

1000+
productions in over 20 countries

25.000
decors & experiences

with moving LED screens, with which you can organize multiple shows in the same setting, while it looks completely different for visitors. And because we use a lot of wood here, we started our own 360 Experience Forest. This way, we also give back to nature, from which we also use a lot of raw materials.”

Modesty

The Netherlands plays a unique role in the international entertainment industry. “Our culture, efficiency, and ability to work multidisciplinary give us a strong position. We understand other cultures. As Dutch people, we can adapt and communicate well, even though we are quite direct. Because so many events take place in such

a small country, we are used to building within one day, whereas in the United States they might take a week. Dutch companies in the live entertainment industry occupy a unique global position. Our growth potential abroad is significant. Whether it concerns markets in the United States, South America, the Middle East, Asia or Africa, we really offer added value. It is not without reason that Dutch companies are often involved in major international events such as the Olympics, the Eurovision Song

Contest and the MTV European Music Awards. Yet we are sometimes too modest in acknowledging our impact.”

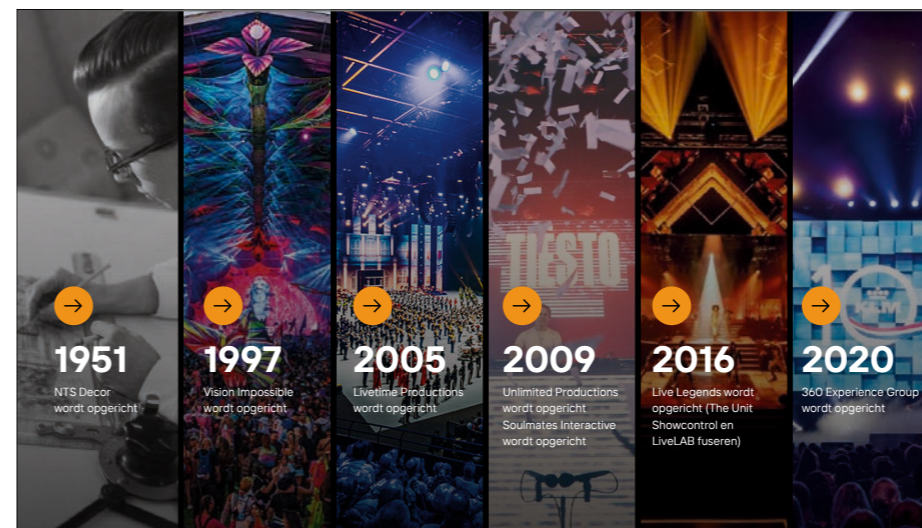
Internation growth

In addition to maintaining accessibility within the existing local market, 360 Experience Group aims to grow in the international market by entering into partnerships to increase brand awareness and to share its solution-oriented knowledge and expertise. Entertainment is

growing, and experience is becoming more important at events, sporting events, and even in retail environments. LED screens and other visual techniques make storytelling accessible in new ways. Las Vegas and New York are examples of cities where entertainment continues to evolve, and where we can play a role with our knowledge. Despite our ambitions, we remain focused. Our foundation is solid, and we are ready to grow further, without forgetting our core values and the strength of our teams.”

Talent

However, there are still plenty of challenges, especially in the area of personnel. “In this profession, knowledge of the market, technical insight and the ability to build sustainable relationships is a rare combination that takes time to develop. Many of our people have been around for many years to reach this level and have an unprecedented drive and motivation that have contributed to the development of our industry into what it is today. Take, for example, my fellow partner in the group Senad Brkic, Managing Director at Unbranded. As a war refugee from Bosnia, he once started with an internship at NOB Decor and has now been running this company for many years. It remains a challenge to find such experienced personnel, especially when it comes to people who are both creative and practical. Although we attract many enthusiastic juniors, the progression to senior positions is more complex. That is why we invest in training programs, collaborations with institutes and internal career opportunities. Our organization has the structure to allow talent to grow. This not only offers our team a solid foundation, but also opportunities to operate internationally and realize innovative projects.” ■



About Olivier

Olivier Monod de Froideville is Chief Commercial Officer and partner of 360 Experience Group. After gaining several years of experience at a large lighting and sound company, he decided to start his own company in 2005 together with his partner Jack van Deursen under the name Livetime Productions. The company grew into an important player in the Netherlands in the field of technical productions. In 2018, the twelve-person team of Livetime Productions merged with Unlimited Productions. This strategic step made the new Unlimited Productions one of the largest technical production organizations in Europe. In 2020, he co-founded 360 Experience Group by bringing together various existing companies.