

THIS IS FISHEYE

fisheye.

We help create  
unforgettable  
experiences.







FISHEYE | WHY

OUR MISSION

# Why we do what we do.

Fisheye is a multidisciplinary creative production company that uses creative thinking to provide a complete service. We unite craft and technology to create unforgettable experiences and mix digital with physical space to help brands better express themselves.

We are a close team of designers, technicians, engineers, and software developers, who love to energise companies, productions and events. Our team consists of collaborators who believe a custom-made approach is a foolproof way to achieve the best possible result.

Fisheye is a multidisciplinary agency with a broad range of creative skills and that is exactly what our name refers to. Consider us a one-stop-shop solution for your creative projects, from concept creation to design and drafting, production, technical development and installation.





FISHEYE | WHAT

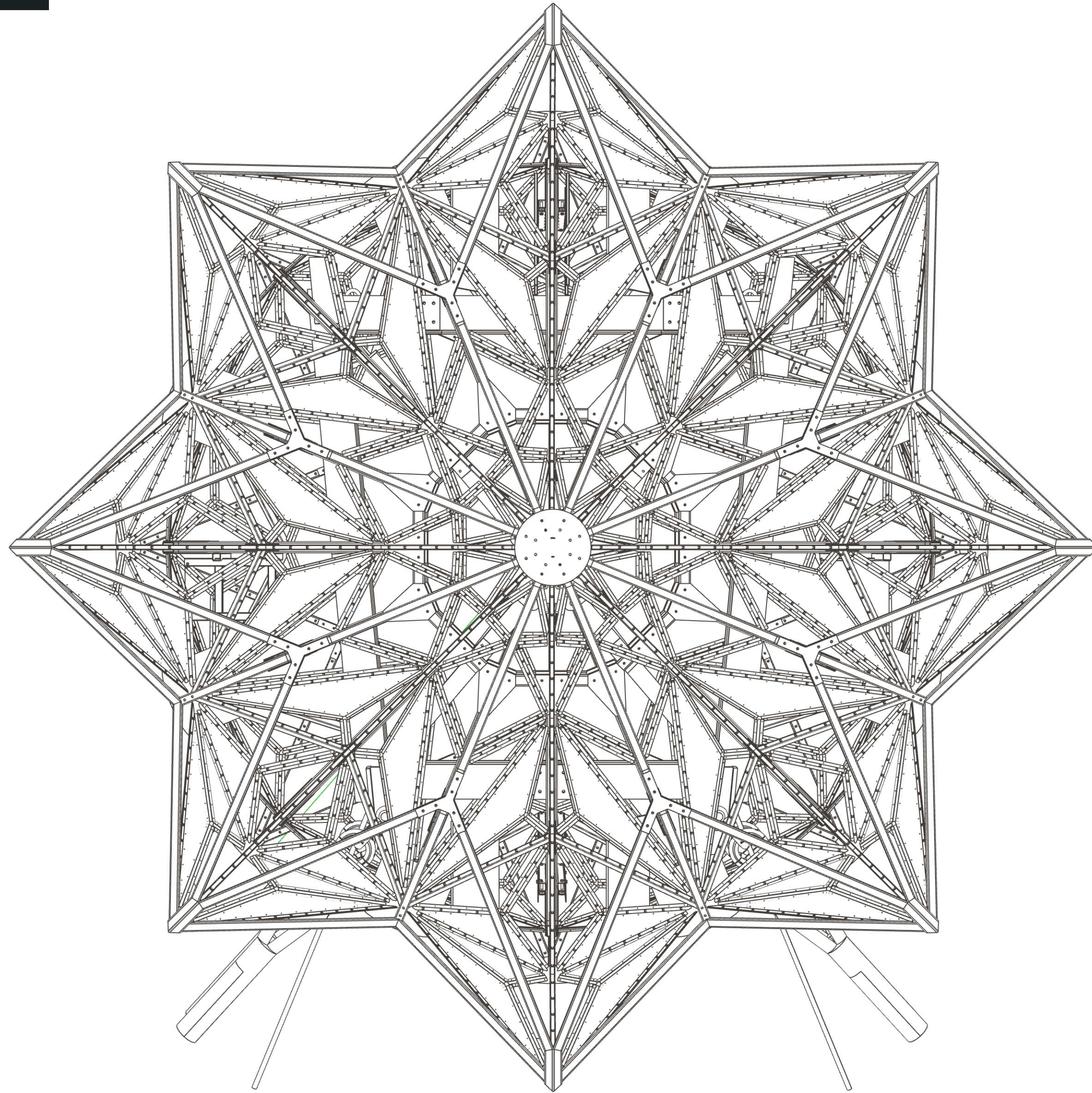


#WEPRODUCE.





FISHEYE | WHAT



“IF YOU CAN DREAM IT, WE CAN BUILD IT”

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**Festival stages**

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**Theme park scenery**

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**Interactive installations**

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**Brand activations**

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**Immersive expositions**

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**Theatre scenery**

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FISHEYE | WHO

# Team Digital.

A collection of designers and content creators here to conceptualize and visualize creative ideas. From concept & graphic design, prototyping and engineering to crossmedia solutions such as video, storytelling, VR productions, motion design, VFX, 3D videomapping, interactive media & photography.



Designers.



Content creators.



Engineers.





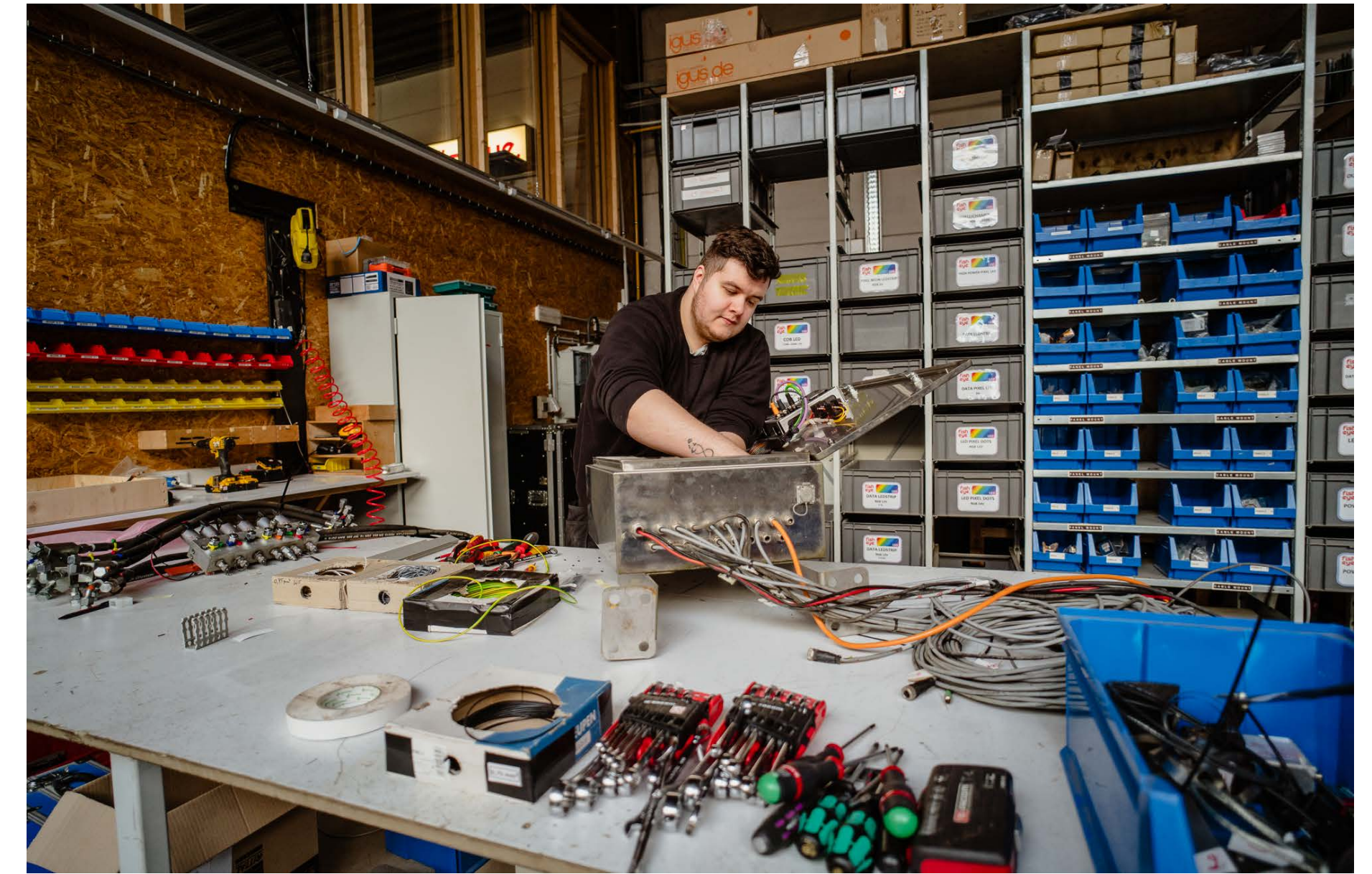
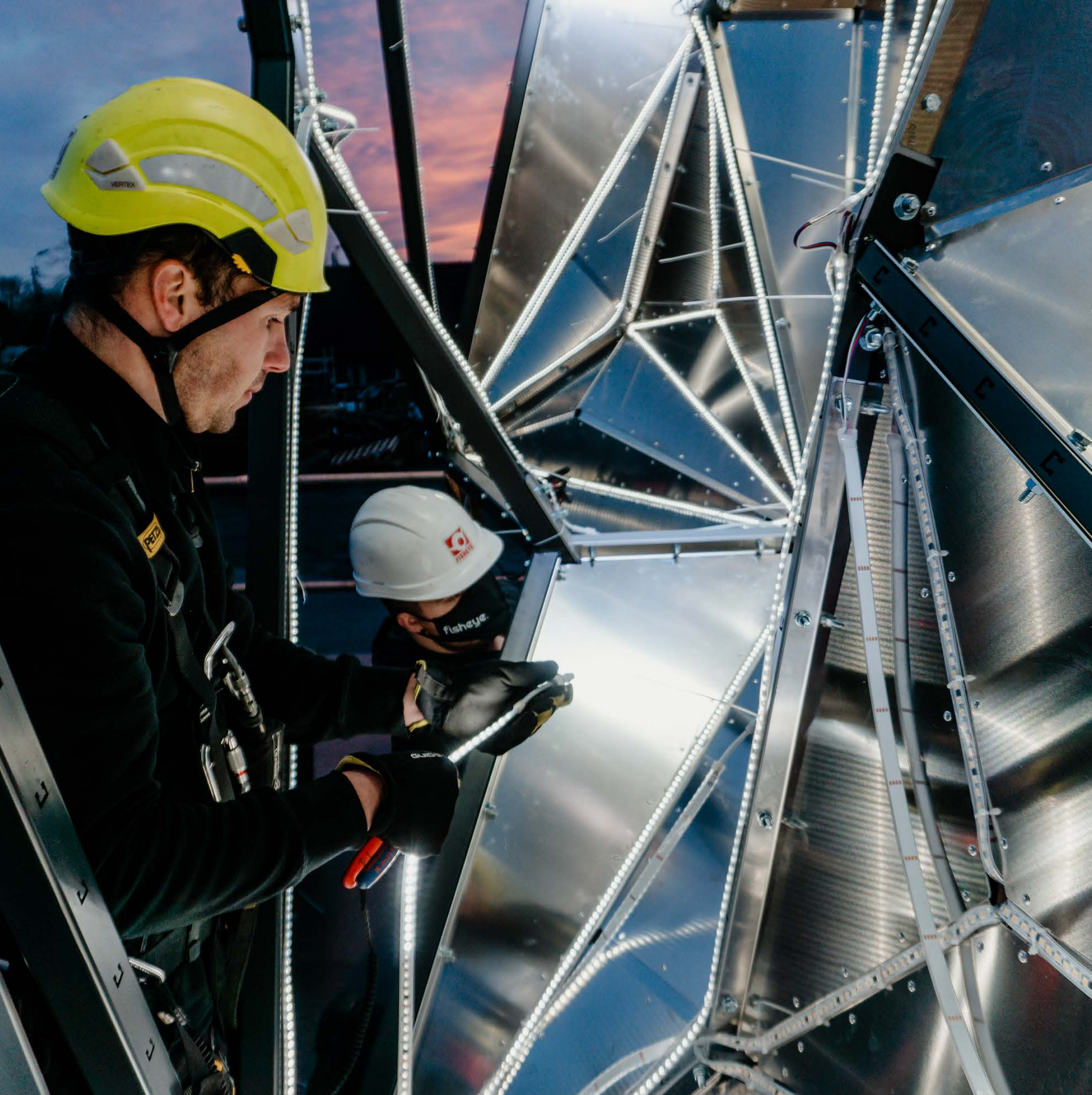
FISHEYE | WHO

# Project managers.

As in every creative project, communication is key. Our dedicated team of project managers act as a single point of contact towards our clients, suppliers and colleagues. These multitasking masterminds juggle projects effortlessly and are in charge of all communications, timekeeping, budget management and overall progress of ongoing projects. Technical and creative insights allow them to join the conversation in the creation of your unforgettable experiences and oversee the best possible outcome.

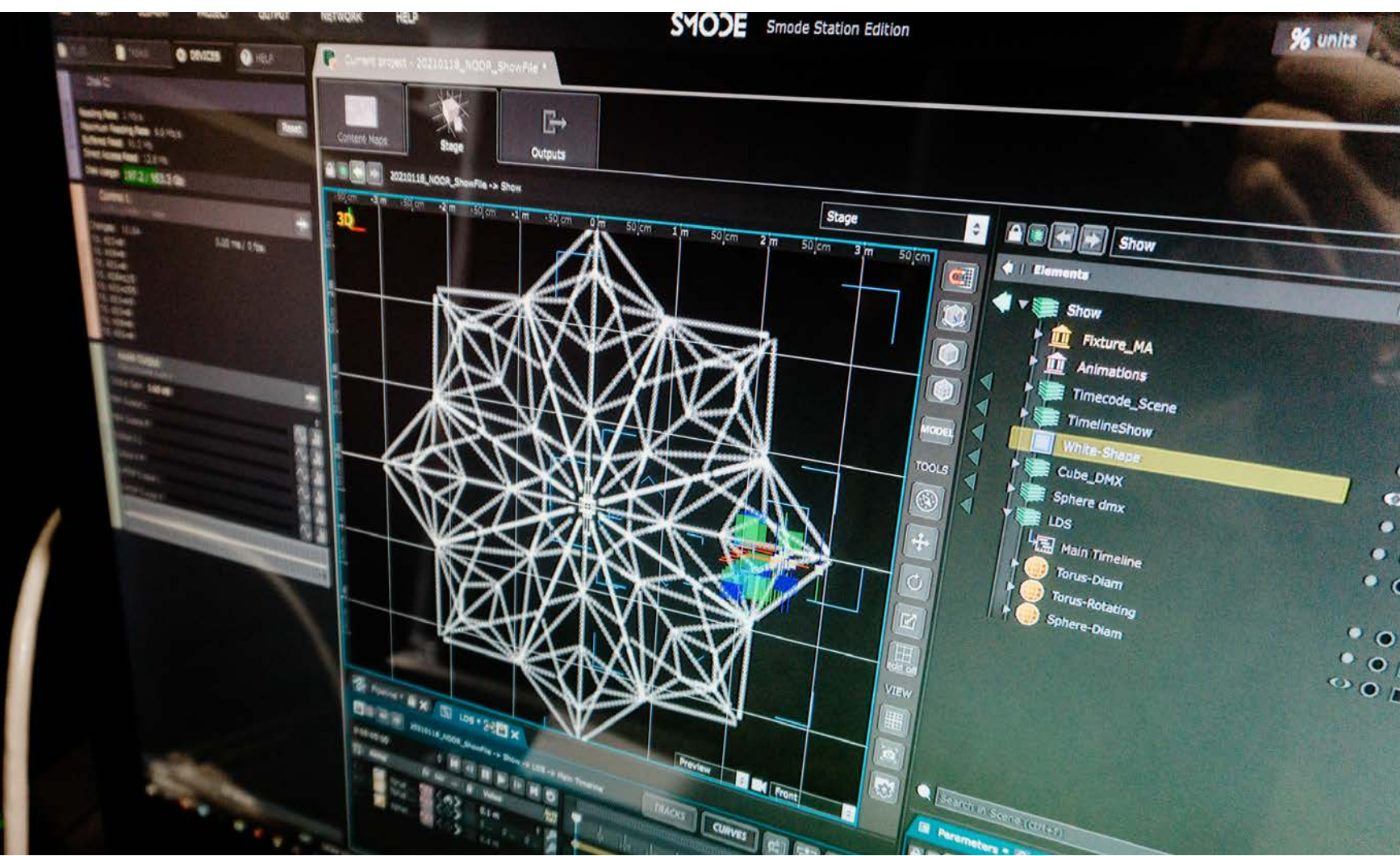






# Team Tech.

Our technicians are in charge of all things electrical, motorization, lighting, mapping, audiovisual, software control and much more. Their endless enthusiasm and deep technical knowledge allows them to always choose the right solutions and innovative products to get the job up and running. Apart from prototyping and finetuning technicalities from all sizes in our workshop, our Tech Team also prepares detailed guidelines on running and maintaining both indoor and outdoor installations.







FISHEYE | WHO



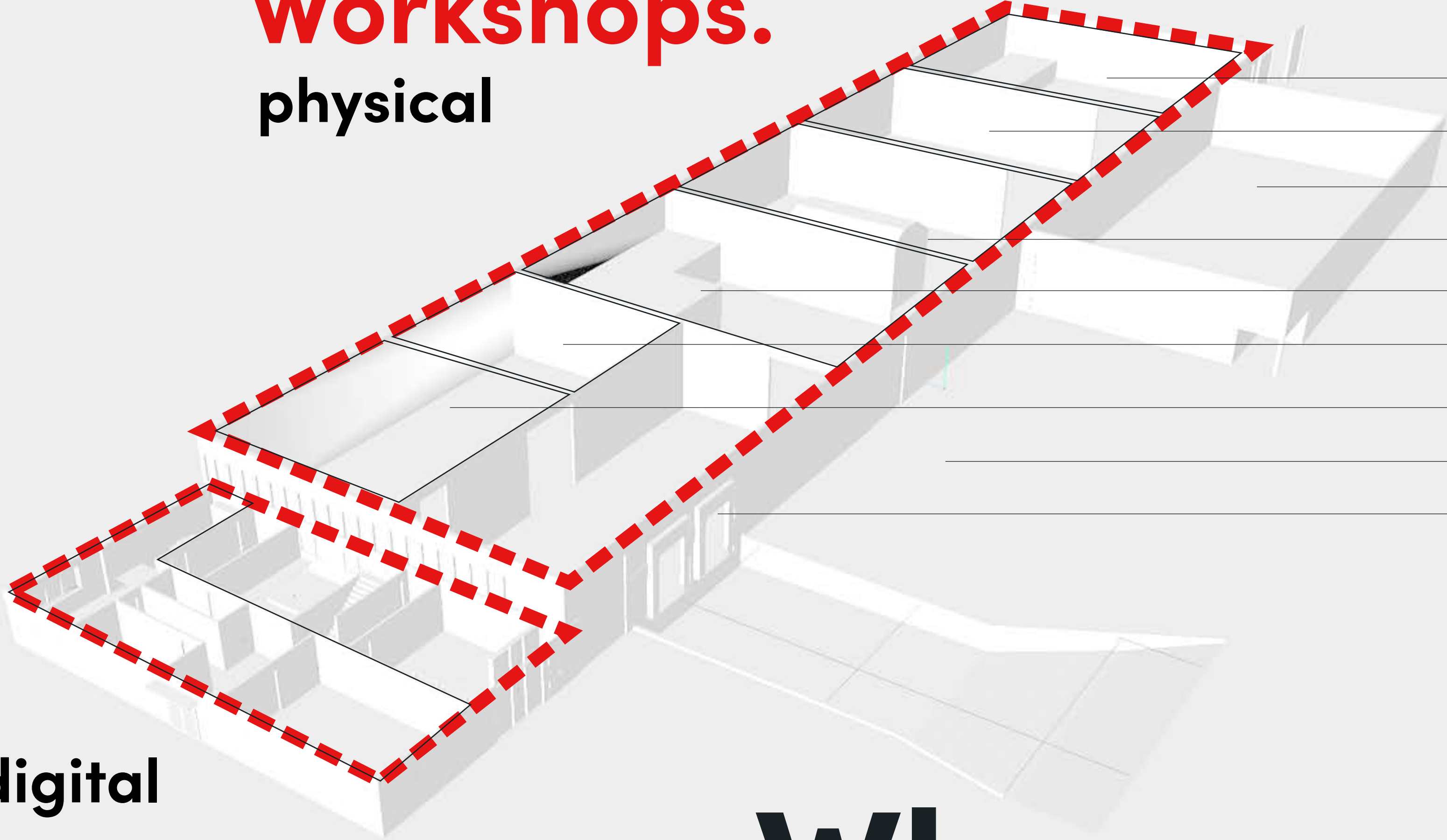
# Workshop wizards.

We unite craft with technology and our workshop is exactly where that magic happens. Our Wizards are a highly skilled yet very creative team of carpenters, welders, painters, shapers and CNC operators who always focus on high-end results.





**Workshops.**  
physical



- Metal
- Wood
- Storage
- CNC
- Paint
- Studio
- Tech
- Test setup site
- Loading docks

digital  
**Offices.**

**Where we work.**





FISHEYE | WHERE



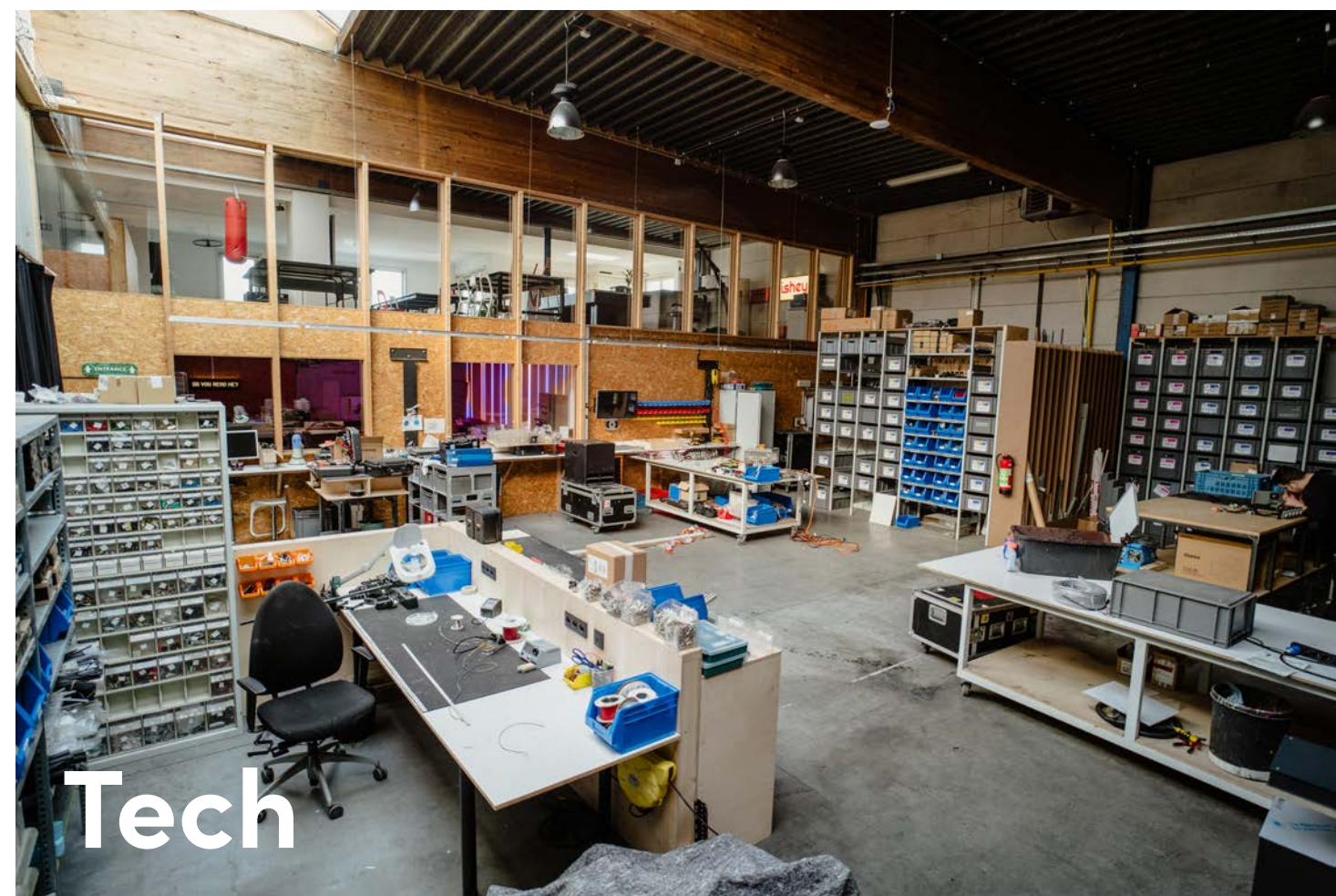
Wood



Studio



Paint



Tech



CNC



Metal

# Workshops.

Next to our main offices where projects are conceptualised we have a 15.000 square meter workshop. We're a one stop shop solution where every aspect of the production process is managed under one roof, to achieve the best result possible. Our workshops and studio allow us to produce all items in house and manage multiple big productions simultaneously.





CNC 5-axis

# Machinery.

Apart from our workshop wizards, who are our biggest asset in creating unforgettable experiences, we chose to invest heavily in the tools that allow us to produce big and most importantly high quality installations. Our CNC machine park is always expanding and currently includes not only a CNC 5-axis, but also a CNC waterjet, metal bending machine and our state of the art CNC tube laser by BLM Group.



CNC Waterjet



CNC Tubelaser





# Because we care

Not only do we create and innovate at the conceptual level, Fisheye also engages itself to put in extra efforts concerning ecological challenges. As a multidisciplinary production agency we match innovation with sustainability to downsize our environmental impact.

We reduce our ecological footprint by using the workflow and measurements below:

- Fisheye's entire headquarters runs on renewable energy thanks to an extensive solar panel installation on the roof of our offices and workshops.
- Use of FSC labeled wood originating from sustainable forest management projects.
- Use of water based paints and varnish.
- Sustainable waste management including garbage sorting, recycling and upcycling towards circular economy.
- Digital communication through online conference calls, avoiding unnecessary transportation.
- Digital file reviews during the design process using online project management tools.
- Sustainable product designs taking ecological aspects and durability of the finished products into account from step one.
- Remote control interventions for technical installations.
- Office and workshop maintenance based on eco-friendly cleaning products.
- Recovery and filtration of wastewater from our CNC waterjet machine.

Concerning sustainability efforts we tend to focus on a structural approach from design to production. This philosophy is an inseparable part of Fisheye's DNA and keeps us sharp in terms of social responsibility.





# Highlighted Projects.





PRODUCTION  
ENTERTAINMENT

Both our Team Design and our Workshop Wizards got their creative juices flowing for this project. After thorough investigation and communication with the KOERS team we started designing and disassembling the interior of this old public bus. Materials were handpicked, and construction of all interior parts started in our CNC workshop. Assembly included not only wooden stands with detailed finishing touches but also custom plexiglass displays.

On top of that we provided a technical quality control of the bus and its electronics, including multiple video and audio setups. We assured a clear pathway and added a foldable ramp for less mobile visitors. The outside of the bus was meticulously wrapped in the world championship colours to attract as much attention as possible. A true eye-catcher, both in- and outside.



# Mobile Museum KOERSbus.



# Wickie Splash Battle Holiday Park Germany.

Plopsa, the theme park division of Studio 100, consists of 7 theme parks, 2 water parks, 1 hotel, 1 theatre, 1 store & 1 camp-site. Next to theme park venues in Belgium, The Netherlands and Poland, Plopsa Group is also the owner of Holiday Park in Hassloch, Germany.

It's in this park another Wickie Splash battle was installed in the spring/summer of 2021, allowing more international visitors to enjoy a water spraying battle based on the character of Wickie The Viking.



ENTERTAINMENT  
PRODUCTION



## / BASEFRAMES, CNC STYROFOAM & PAINT

Whether it's coming up with homemade designs or realizing designs that are presented to us, our facilities and team include just about everything necessary to create unforgettable experiences. In this case team Plopsa briefed us on shapes, colors and designs, and team Fisheye went to work on actually producing all of these items.

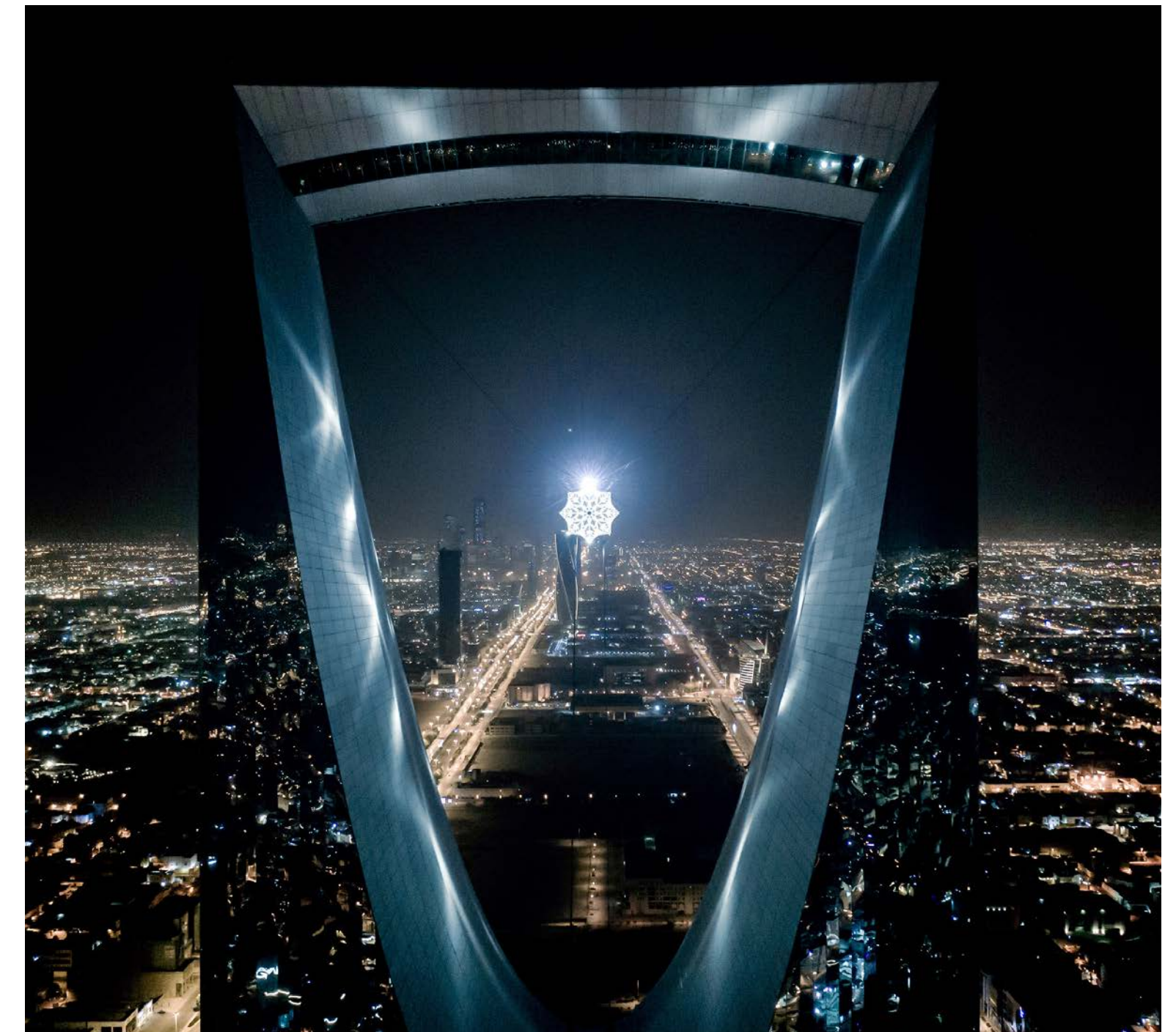
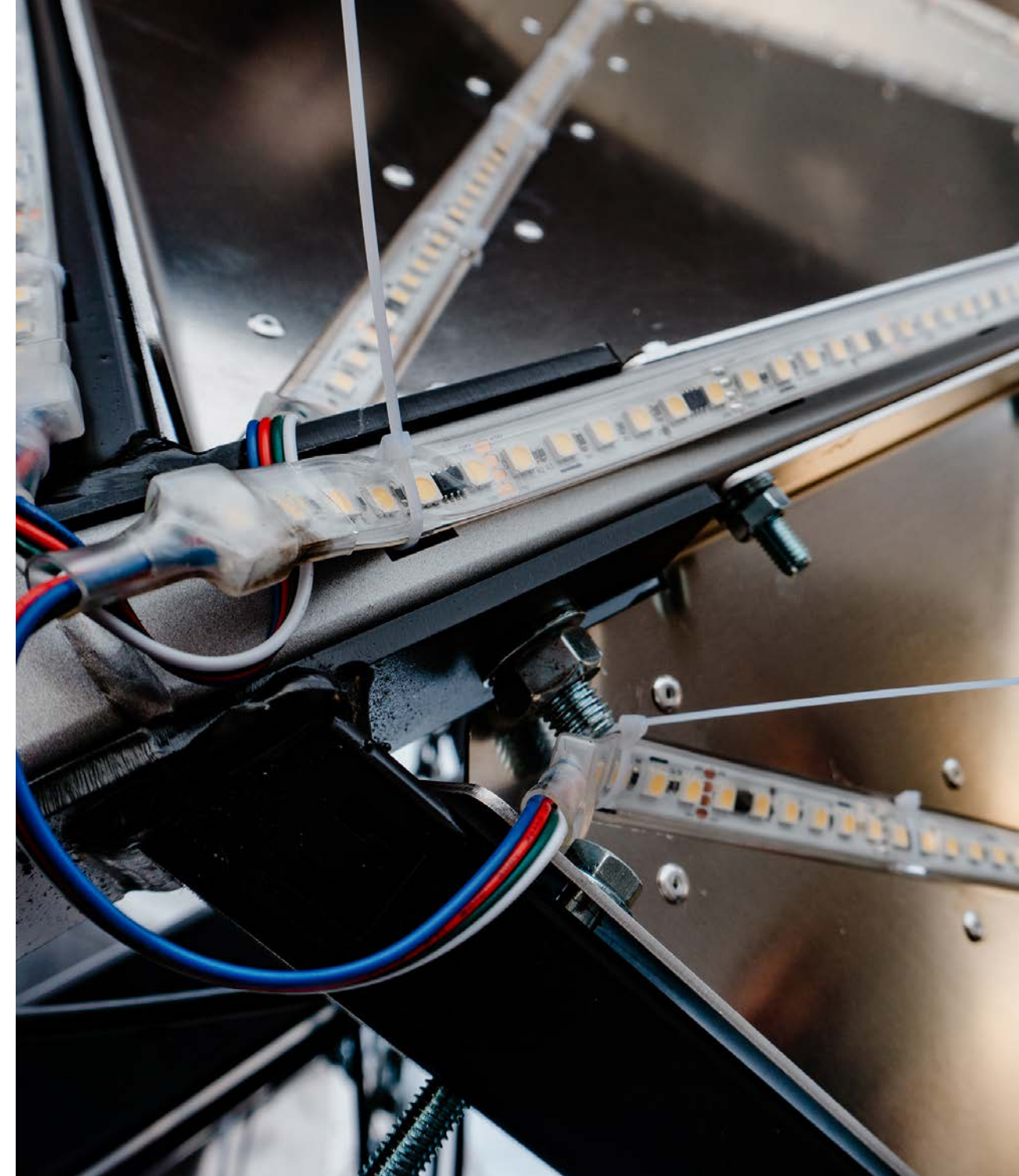
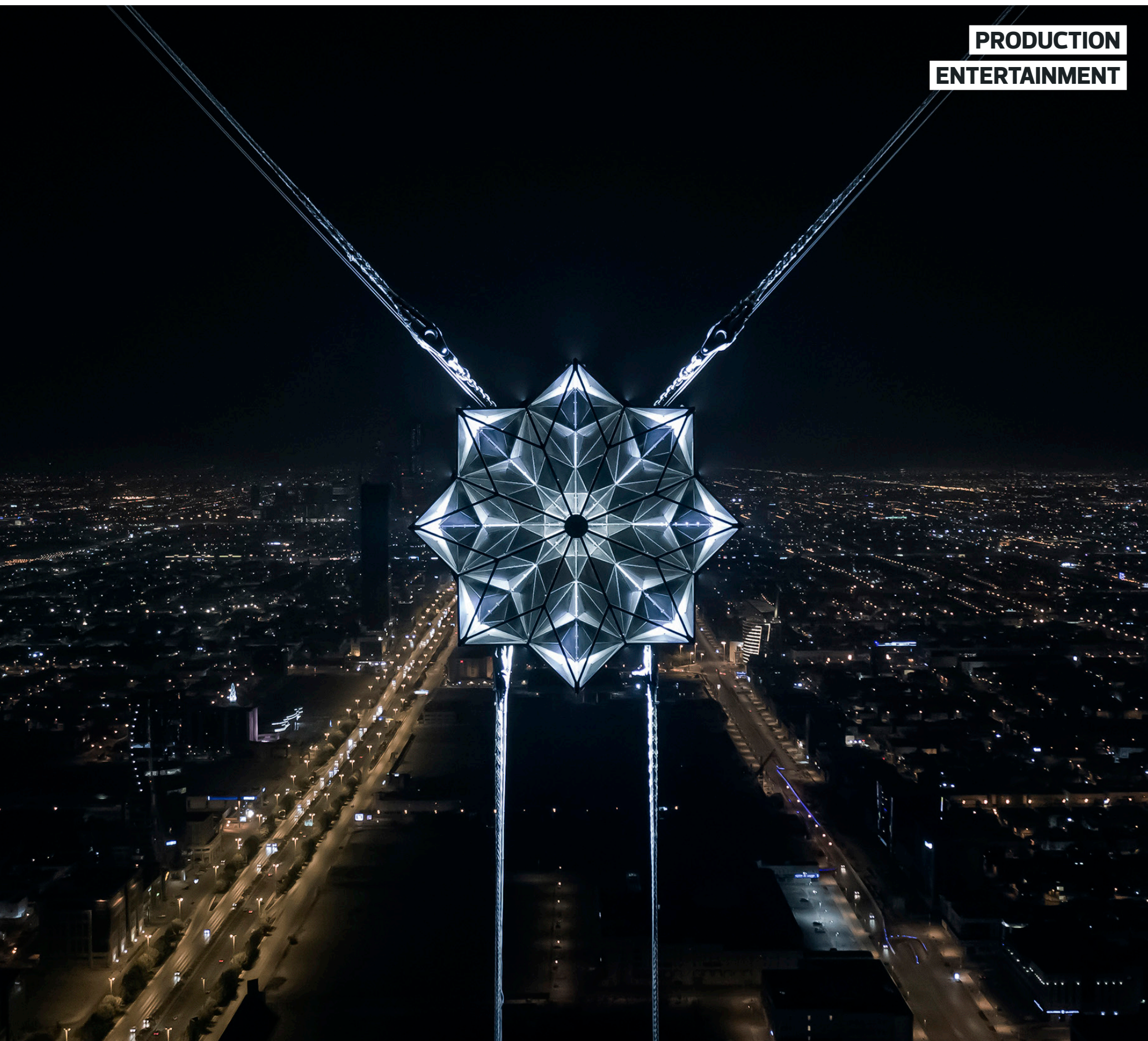
From welding steel baseframes to shaping custom styrofoam sharks, boats, barrels and birds, all pieces of the puzzle were created in our headquarters in Wetteren, Belgium. Amongst many others our tools include a state of the art CNC tube laser, a 5-axis CNC cutting machine and a waterjet CNC machine.





# ACT – Star in Motion.

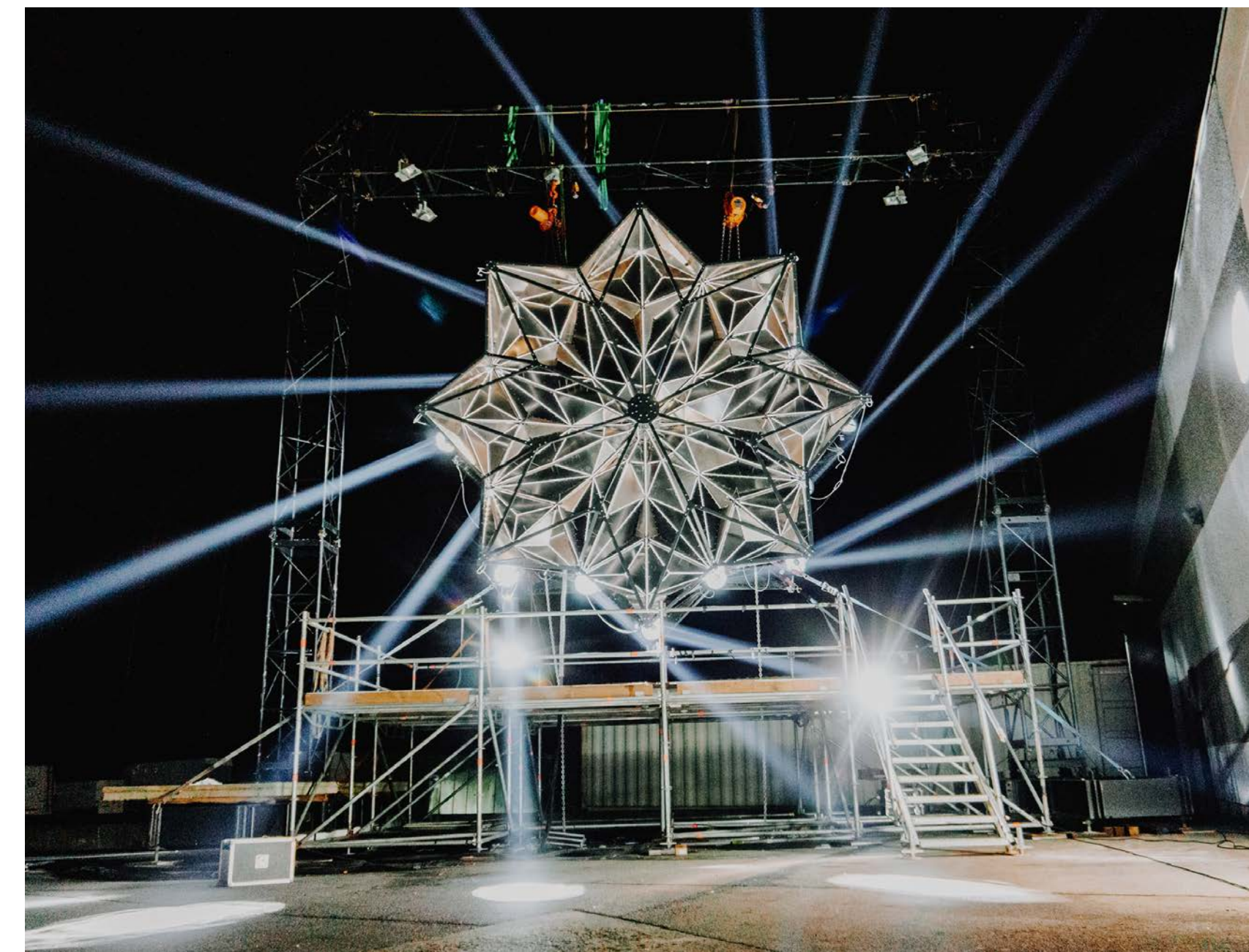
PRODUCTION  
ENTERTAINMENT



## / "STAR IN MOTION" BY KOERT VERMEULEN

It's safe to say this project was quite the challenge. The Fish-eye engineers happily went to work tackling all technical questions concerning production of the metal and aluminum frame, the LED and moving heads lighting, software controls, electrical needs, transportation and suspension at a whopping 257m above the ground.

After technical production in our CNC, paint and tech workshops it was time to put all the pieces of the puzzle together. A giant truss structure on the parking lot of Fisheye's HQ in Belgium allowed us to create similar conditions necessary to mount this impressive star shaped production in the air. Everything was planned into detail and all traveling crew took part in the first setup (and dismantling) of the star.





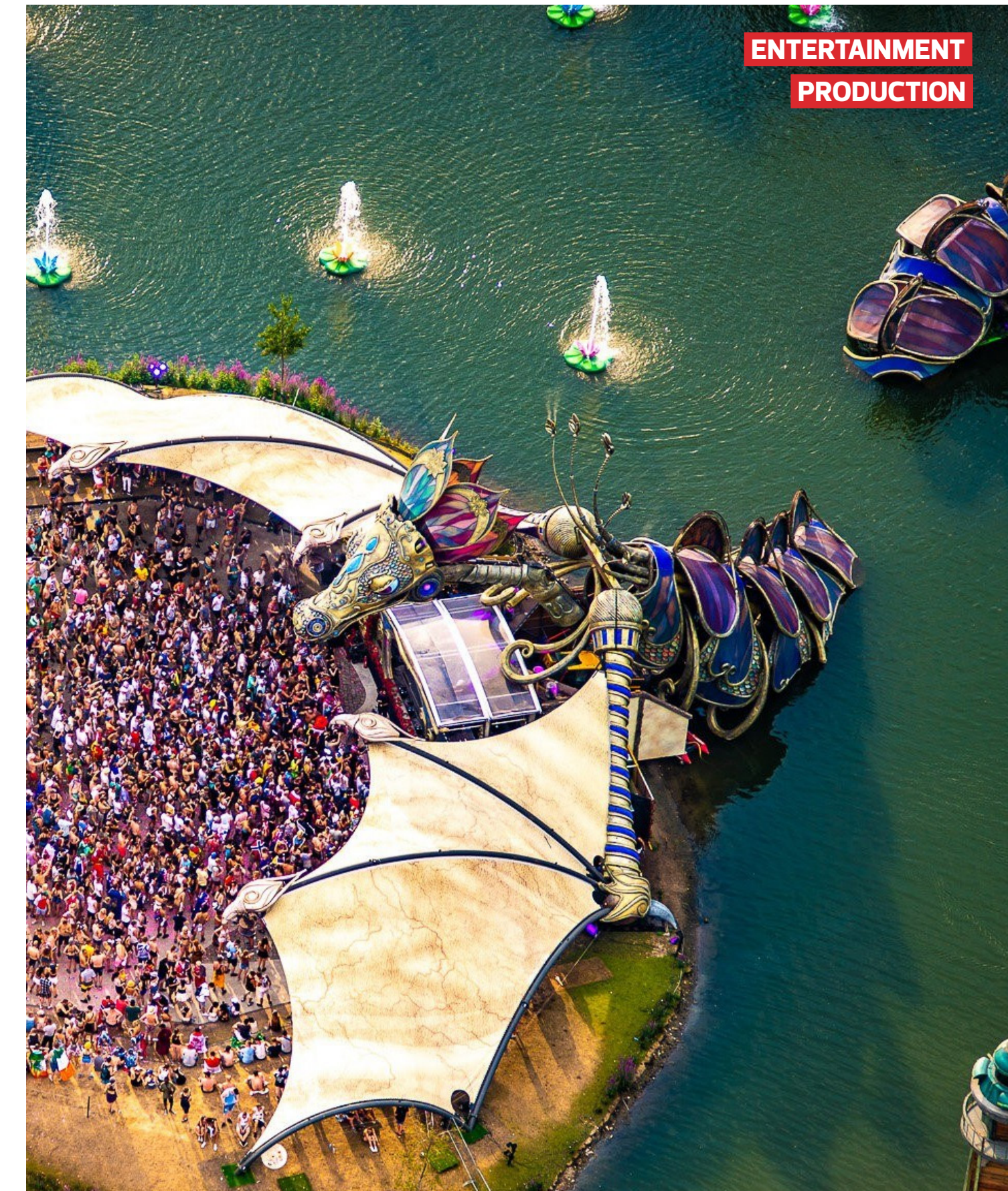


# Tomorrowland The Rose Garden.

## / AWAKENING THE DRAGON.

Designed by the Tomorrowland team, built and implemented by Fisheye, the Rose Garden is what one would call a technical masterpiece, even if we say so ourselves. The all-directional movements of the dragon's eyes, mouth, gills and head have been harmonised and are controlled by our custom, home-made software.

As a long time supplier for one of the world's best and biggest festivals of all time, it is needless to say this project is one of our proudest accomplishments to date. A quirky combination of steel, technology and decorations topped off with some great visual FX in collaboration with Divi Divi.



ENTERTAINMENT  
PRODUCTION

Next level stage design for Tomorrowland, voted "World's Best Music Festival" in 2015, 2016 and 2018!





PLOPSA

# Tomorrowland - Ride To Happiness LED Wall & Scenery.

The Ride to Happiness is a steel spinning roller coaster located at Plopsaland De Panne in Adinkerke, Belgium. It is Europe's first Mack Rides Xtreme Spinning Coaster, and holds the record for the most inversions on a spinning coaster. The attraction is themed after the Tomorrowland Music festival.

It's in this setting Fisheye was commissioned to recreate the magical atmosphere of the legendary festival in the departure hall. When entering the building visitors are immediately submerged into the Tomorrowland atmosphere as anti-

pation builds towards a wonderful experience on the Ride To Happiness. Fisheye's services are known to be a one-stop-shop solution for creatives worldwide who want to bring their ideas and concepts to life. In some occasions our in-house creative team comes up with beautiful designs, in this case the Tomorrowland team sent us a detailed briefing on their expectations. Our technical drafters went to work translating this artwork into an actual productional design, ready for our Workshop Wizards who are handling all CNC machinery in our HQ.





# Wetteren - Overbeke Repurposed Church.



Fisheye is a multidisciplinary agency with a firm belief in vision. We're convinced that working towards a common goal is essential for great collaborations. It's in this spirit Fisheye was selected by the municipality of Wetteren to conceptualise, design, produce and install an interior solution for the repurposing of the old, empty church in the Overbeke neighbourhood.

We immediately aligned with the project team in our aim to not only give this religious building a new purpose, but also to actively involve the local community by creating opportunities for local inhabitants. This project needed to bring people together and offer locals an accessible, durable place to relax and host events. Connection is the keyword, and it's these dynamics and modularity we used as backbone to present our creative vision.





# Oosterweel Lantis infopunt.



In Antwerp (BE), one of Europe's largest infrastructure projects at the moment is being developed: the Oosterweel connection. The Oosterweel connection involves closing the Antwerp Ring and improving the flow and integration of the existing Ring. It is an important part of the Antwerp Master Plan 2020, which provides for additional road infrastructure, public transport projects, extra cycle paths and water-related infrastructure works.

The project combines multiple construction sites and largely affects mobility, environment and livability in and around Antwerp. It's in this regard Fisheye was chosen to create an eye-catching site installation allowing all partners to communicate directly with local residents and passersby. On top of that the pavilion needed to serve as a public meeting point for small gatherings and showcase different partners involved in the realization.





As a continuation of our previous successful partnership, Fisheye teamed up with Holiday On Ice again to produce a series of high end support structures, scenery items and a brand new technological innovation: a DMX-controlled LED curtain on a custom truss structure. Steel is real!



# Holiday on ice A new day.







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