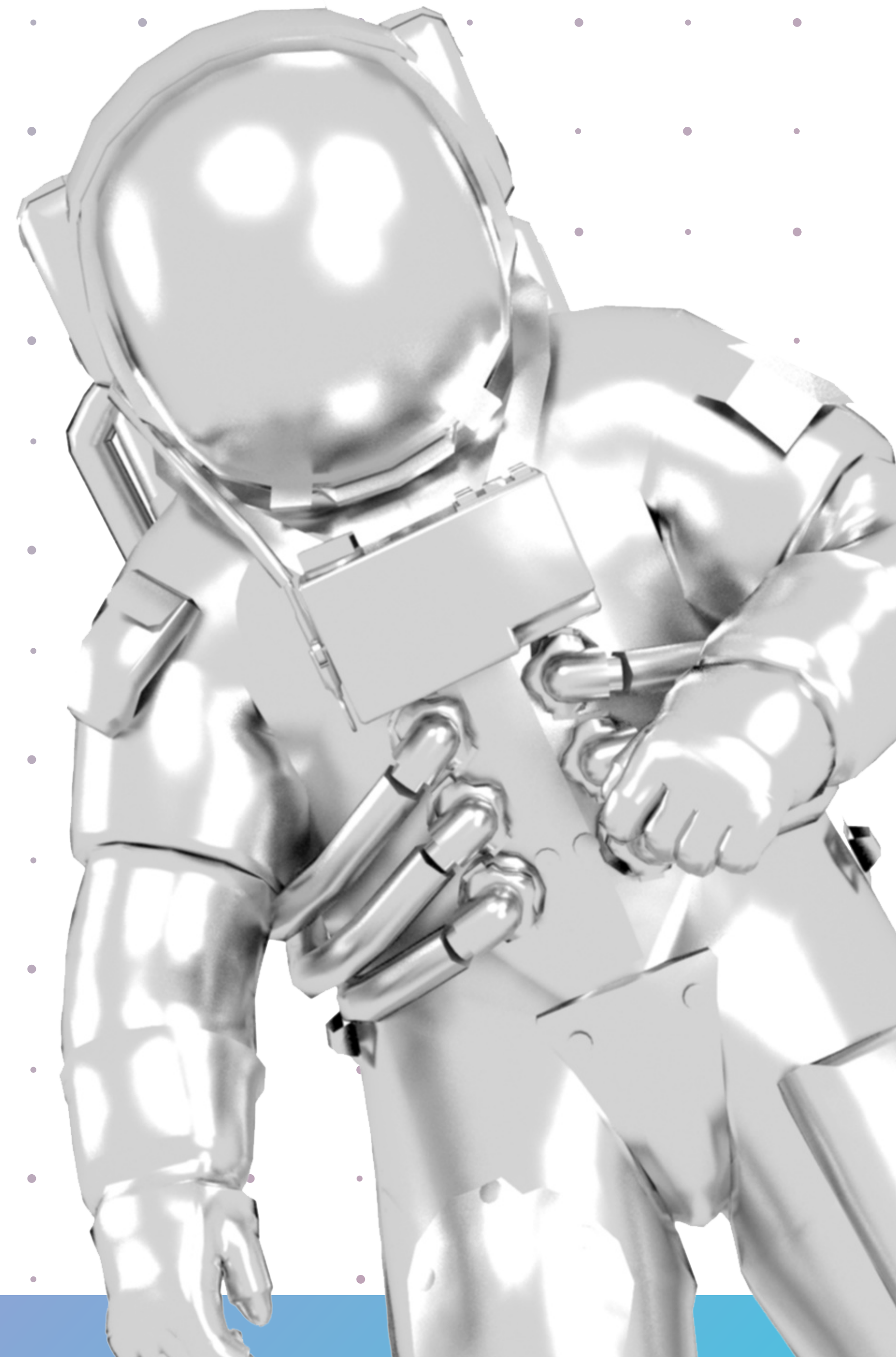


fw

fresh wata

EXPERIENCES



FRESH WATA IS CREATIVE.

**WE ARE TALENTED ARTISTS, CRAFTSMEN,
TECHNOLOGISTS AND PRODUCERS MEANINGFULLY
BUILDING HUMAN CONNECTION THROUGH
EXCEPTIONAL EXPERIENCES.**

WE ARE PROUD

TO BE AN OFFICIAL, CERTIFIED, WOMEN-OWNED BUSINESS AND NGLCC CERTIFIED.



WHO WE ARE.

WE BELIEVE.

We believe in disrupting the way that the world experiences brands. We believe that we can go as far as the mind takes us. This belief is why we don't believe in limits. We disrupt brand experiences by thinking out-of-the-box, staying ahead of global trends and creating beautifully designed and memorable experiences.

WE ARE.

We are thoughtful. We are kind. We are selective. We are committed to inclusion, optimism and social good. We believe that anything is possible and work to cultivate the unorthodox. We are design and pop-culture fanatics, emerging technology geeks and punk rock at heart. We are a community of big-thinking underdogs ...who also just happen to love dogs.

OUR CULTURE.

Our artists, creators, designers, and fabricators redefine the way the world sees events. Now, we'd like to share just what makes the Fresh Wata family so unique.



WHAT WE DO.

CAPABILITIES.

We are a family of top-tier experiential brand experts with full service capabilities.



STRATEGY

- Research & Development
- Experiential Strategy



CREATIVE

- Concept Development
- Copy-writing
- Experiential Innovations
- Interactive Tech Integrations



DESIGN

- Art Direction & Design Strategy
- Environment Design
- Exhibit/Display Design
- Lighting Design
- Graphic Design



PRODUCTION

- Event Production
- Digital & Interactive Development
- Content Production



FABRICATION + RENTALS

- 60,000 Sq. Ft Fabrication Space equipped with a Paint Room + CnC Capabilities.
- Over 30,000 Unique Event Rentals



ENTERTAINMENT

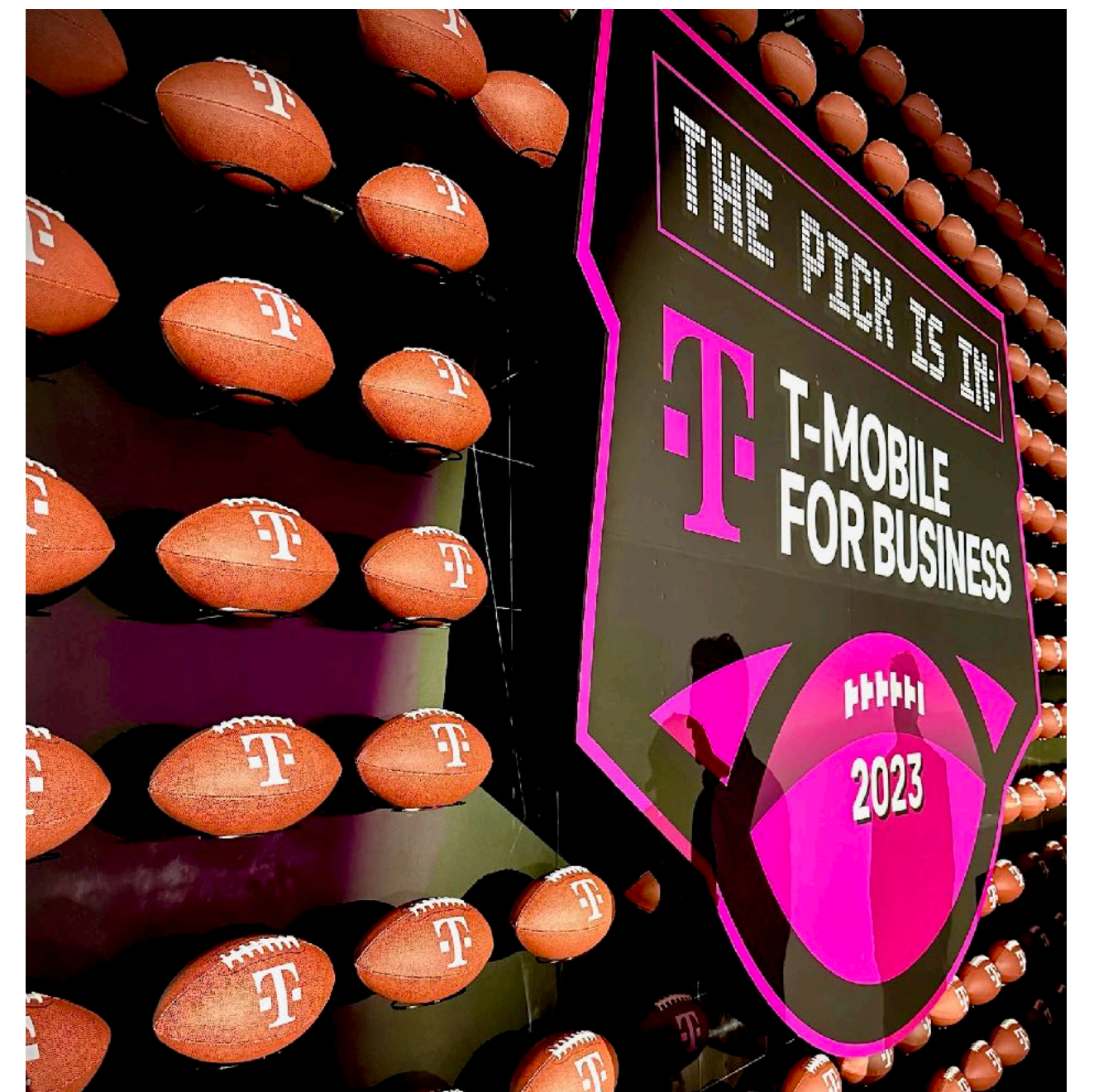
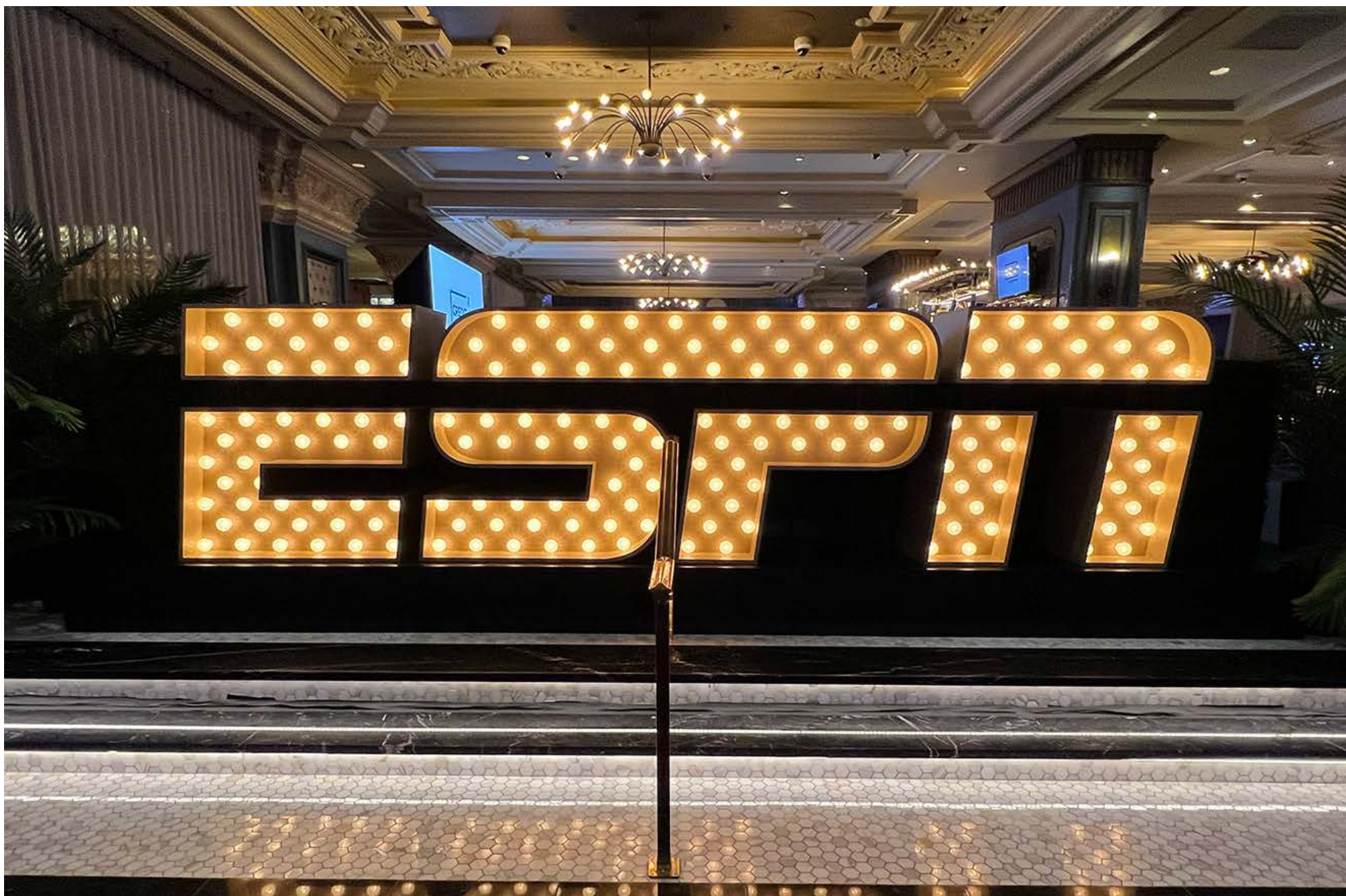
- Celebrity or Influencer Bookings
- Dj's + Live Music



FABRICATION

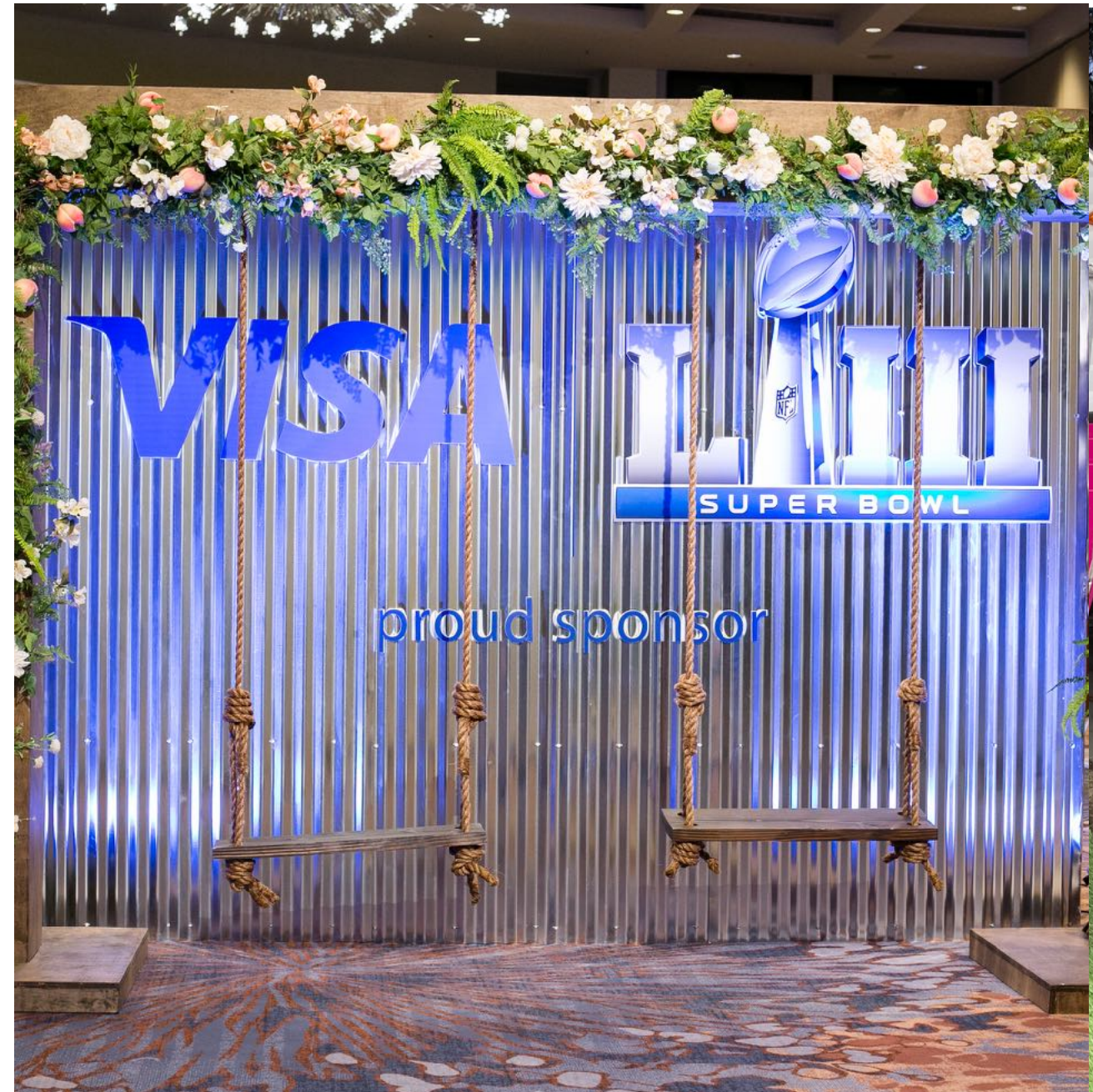
TATCHA





A modern lounge area with red and grey furniture, floral decorations, and a central text overlay. The scene is set outdoors with a dark grey wall in the background. The furniture includes red armchairs, a grey sofa, and a round glass coffee table. There are several large floral arrangements in shades of pink and red. A central black banner with white text reads "RENTALS". A black pillow with the T-Mobile logo and "T-MOBILE FOR BUSINESS" is visible on the sofa.

RENTALS





TALENT





MOBILE POP UP

NISSAN
20th LATIN GRAMMY
AWARDS

NISSAN

20th
LATIN GRAMMY
AWARDS

NISSAN

NISSAN

NISSAN

NISSAN

NISSAN

COYOTE
ugly
Bar & Dance Saloon

MGM

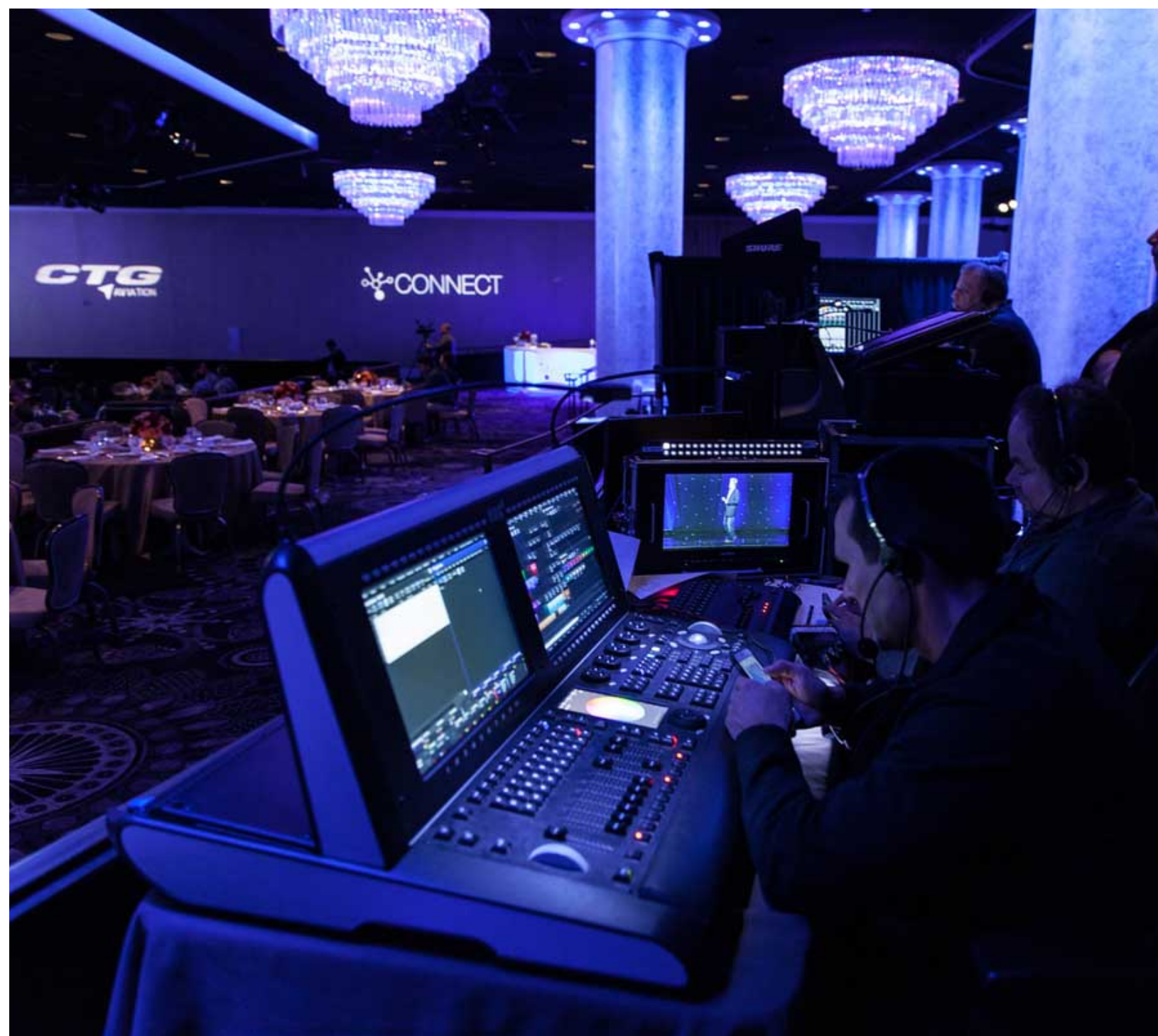
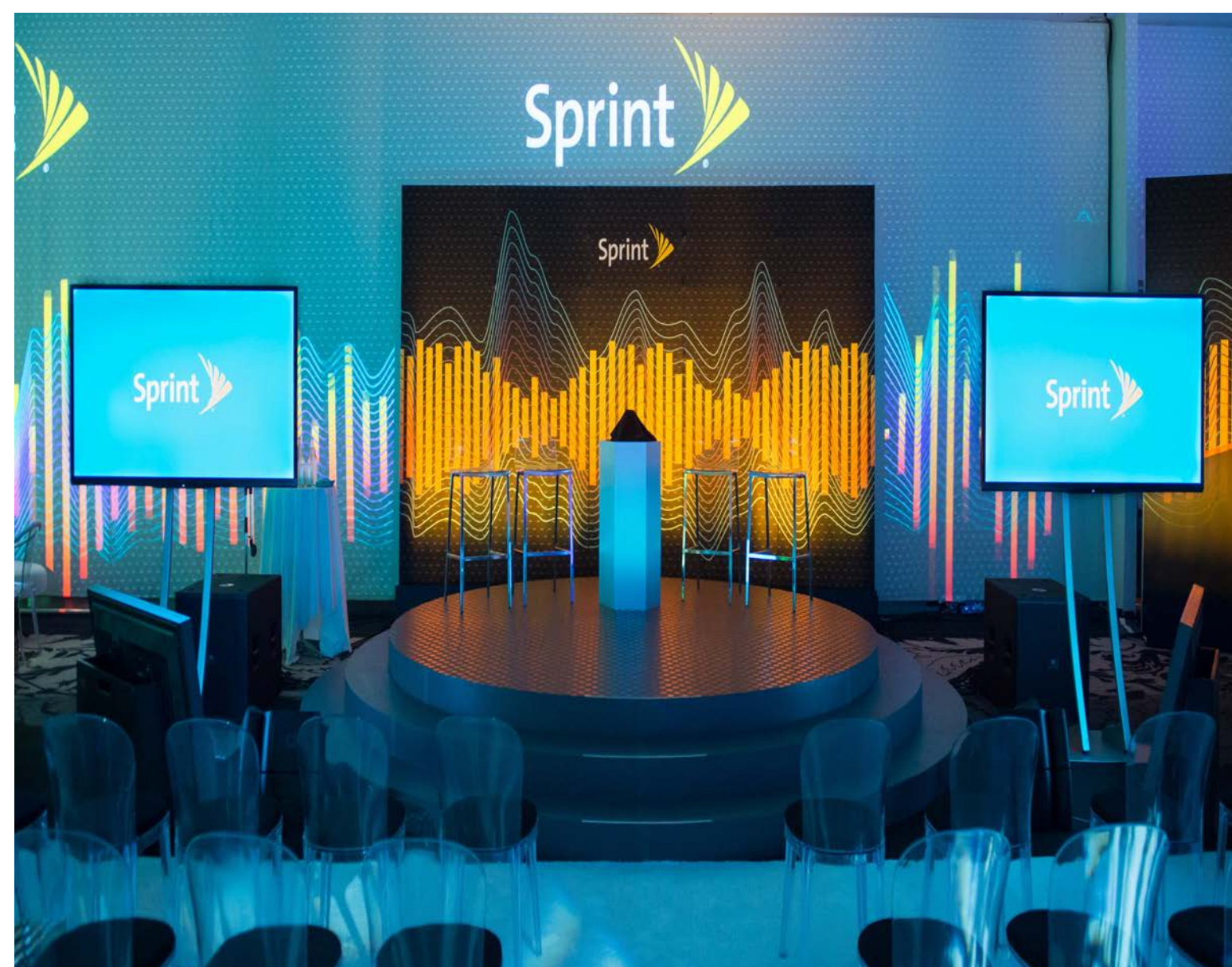
BAD BUNNY
X
PERFORMANCE





PRODUCTION





A close-up, side-profile photograph of a person with vibrant purple hair wearing a white VR headset. The person's right hand is visible, holding the side of the headset. A blue string bracelet is worn on the right wrist. The background is blurred, showing other people in a dimly lit environment. A black rectangular box with the white text 'XR' is centered over the person's face.

XR



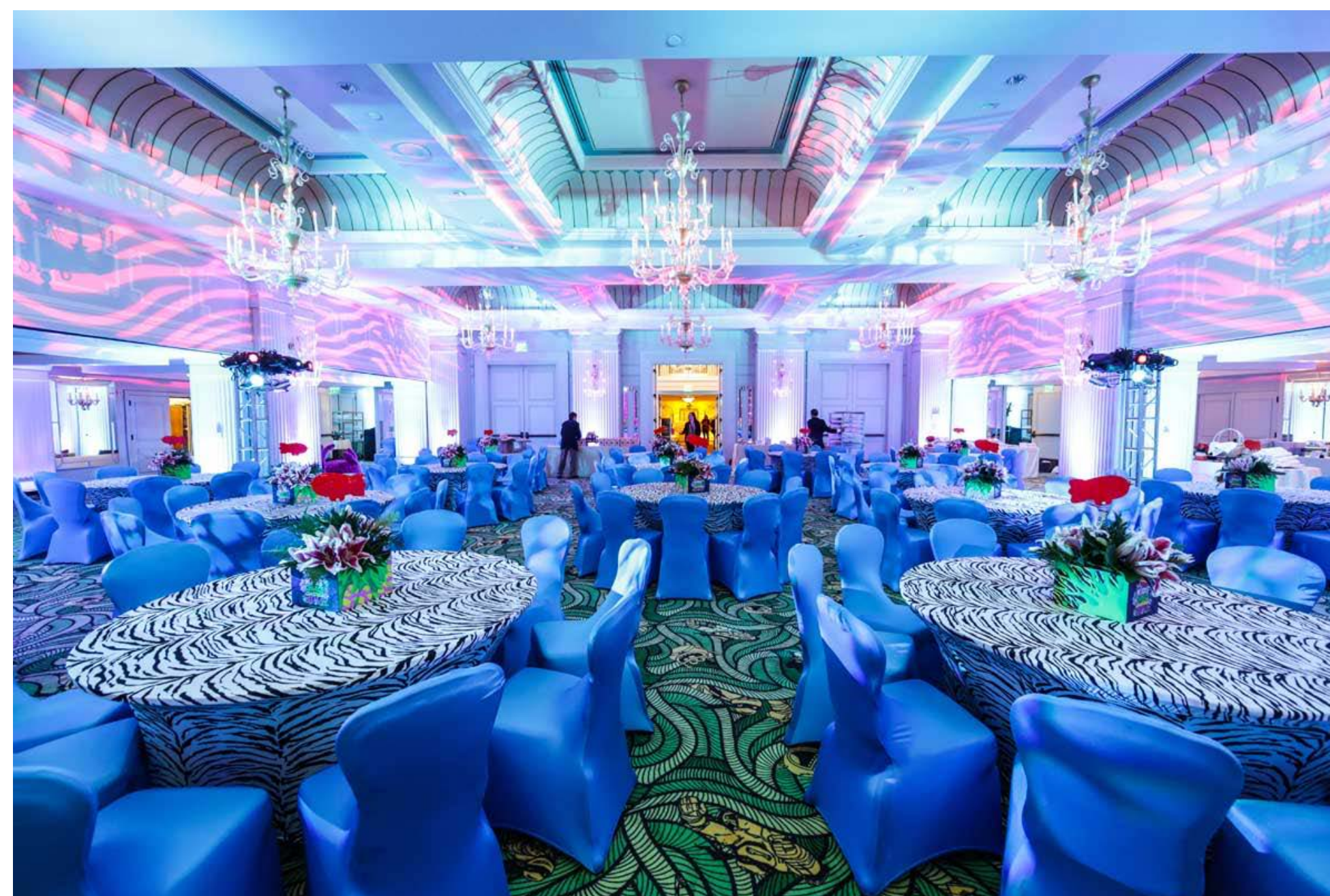


EXPERIENTIAL



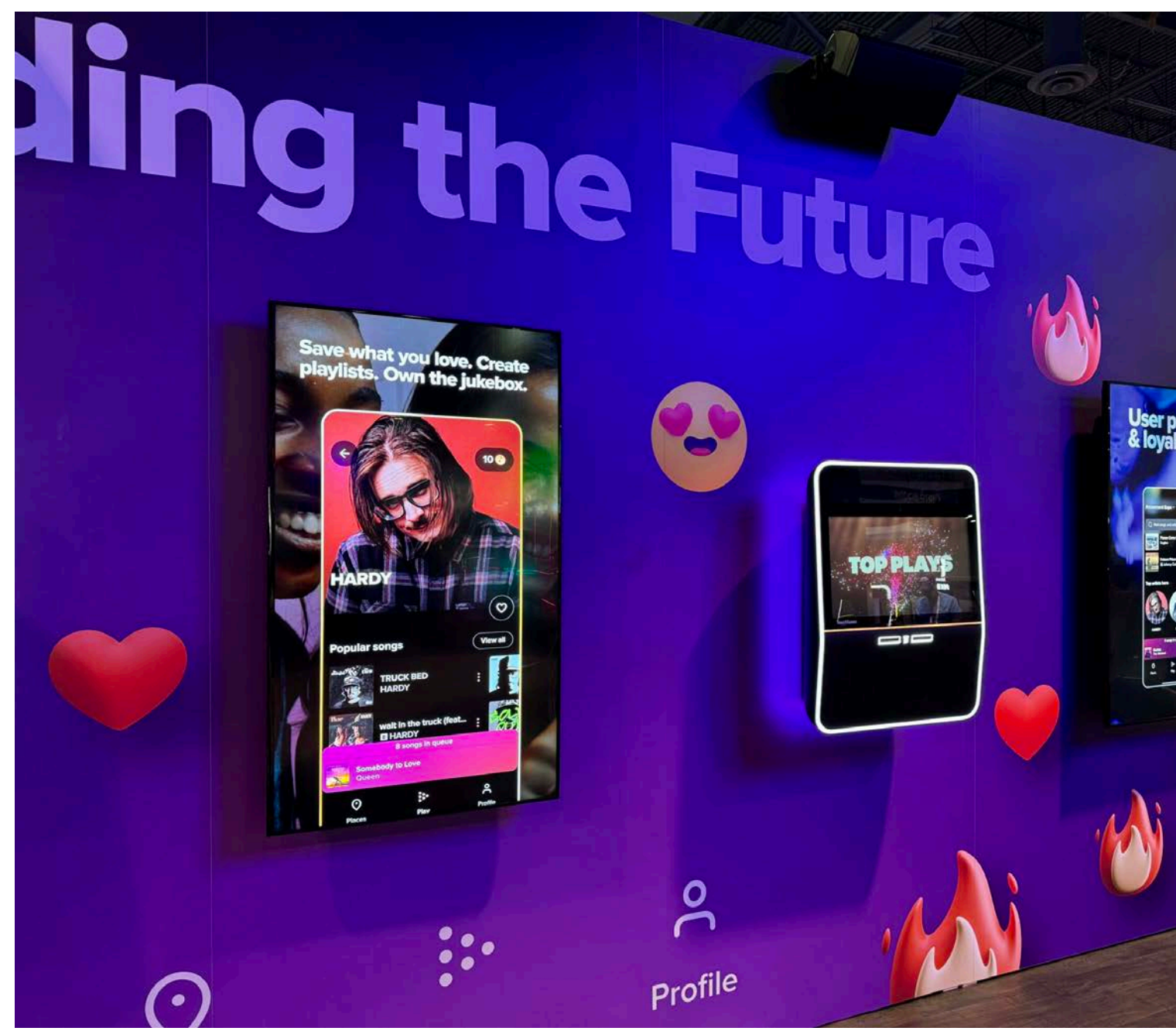
EVENTS







TRADESHOW





CASE STUDIES



RIVER
CITY
RUN

WORK WITH
A BATTER
THE AGE

Before you
to work
And you

**BREAKING
BARRIERS**

AD / 01010

**BATTER
UP**

IN CASE OF
INEQUALITY,
BREAK GLASS

**BREAKING
BARRIERS**

AD / 01010

**YOU
VS.
FAX MACHINE**

OUT WITH THE OLD,
IN WITH THE NEW.

**BREAKING
BARRIERS**

AD / 01010

IFINISHED
BUSINESS

**BREAKING
BARRIERS**

AD / 01010



WIRED + ADP/BREAKING BARRIERS

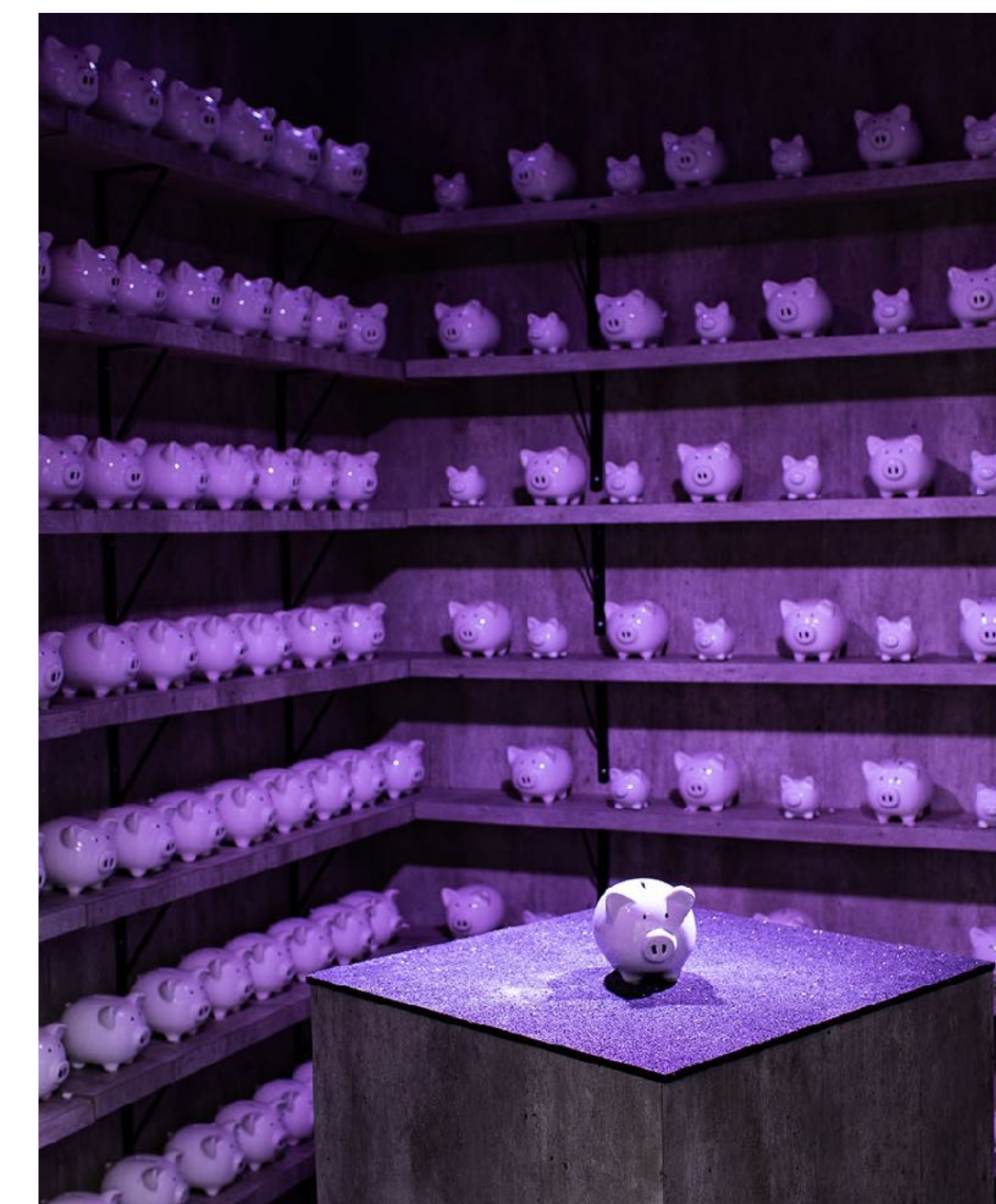
THE ASK

To produce a SXSW event to generate social media attention and guest attendance around a theme of Breaking Barriers which would encourage guests to select a workplace obstacle they'd like to break through. This activation falls under the new ADP brand campaign tagline What are you #WorkingFor and encourages guests to think about professional barriers which often get in the way of our goals.

THE SOLUTION

Fresh Wata brought the Breaking Barriers concept to life via custom, color-drenched, thematic break rooms where guests were invited to physically Break Barriers aligned to common workplace frustrations. Once guests entered the venue, they selected the workplace obstacle that they wanted to break through. Next, they were directed to don a protective uniform, select a breaking tool and taken to their respective break room. Visitors could then use their tools to break a glass ceiling, smash outdated technology, destroy a piggy bank, or pummel a clock to vent their frustrations at their professional hurdles. Each guest break experience was captured digitally for social sharing.

Fresh Wata also ended the experience with an outdoor lounge area complete with kiosks to view and share videos as well as complimentary food and beverages which correlated to the thematic messaging.



THE HOME DEPOT



HOME DEPOT MLS

THE ASK

The challenge with this legacy client is to continuously design, fabricate, produce, and manage an exciting and authentic brand experience for Home Depot that stands out amongst the myriad of sponsors activations at the AT&T Futbol Fiesta (pregame event sponsor zone). Home Depot is the sponsor of the MLS Mexican National Team, so fans have come to expect yearly, unique experiential activations at these games.

THE SOLUTION

Home Depot is a place where you can find what you need to make most anything. We bring that message to life year after year by fabricating our entire footprint with 90% of Home Depot purchased store product. Each year the experiences evolve to meet the changing needs of the brand ask.

Yearly highlights include:

- 2017: To drive engagement and drive social media presence, we worked with Luster to create a Guest-Generated Hashtag Mosaic.
- 2018: We created a 5 camera matrix slow motion capture of fans celebrating on the field inside of the stadium highlighting fun elements such as a confetti cannon.
- 2019: This year we are creating a custom airbrush station featuring takeaways created by 5 heralded airbrush artists.
- Ongoing: Each year we offer fans the unique opportunity to meet Mexican National Team legend, Jared Borgetti, for a 2 hour meet and greet with fans.
- Ongoing: Each year we create a Cheer Card station for fans to utilize Home Depot paint supplies to create personalized cheer signs. These card stock signs are pre-branded with the Home Depot logo for additional branding visibility within the arena.





BEYOND 8 / SMARTFOOD

THE ASK

Fresh Wata was asked to fabricate a 10 x10 booth at the “A Night of Pride” with GLAAD and the NFL was held at Caesar’s Palace Wednesday night in Las Vegas. The goal was to engage guests at the “A Night of Pride” event with a unique, instagramable backdrop and display. Smartfood’s design team created the look of the VW bus backdrop with a 2’ W football disco ball on a rotating motor, VW bus popcorn display showcasing 5 unique Smartfood flavors.

THE SOLUTION

We welded and cut the bus in half, custom fitting the doors on the back for product display. Custom paint job, graphics and popcorn dispensers added to the inside of the bus. Specialty designed GLAAD X SMARTFOOD Pride popcorn bags and heart were on display. Guests were invited to grab a heart popcorn tin to fill with their favorite Smartfood popcorn flavors such as Doritos Nacho Cheese, Flaming Hot Cheetos, Chocolate Glazed Donut, Movie Theater Butter & White Cheddar. Beyond 8 was our client who facilitated the design and build, Smartfood’s design team came up with the look and idea for the activation, FW executed and installed.



A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z



Families
are
Forever



Copy

NETFLIX LICENSING SHOW

THE ASK

Ask: design and fabricate a stage for the Netflix licensing show 2024 showcase presentation. Challenge was to aesthetically tie in and spotlight three different show titles with the Netflix headquarters office being the overarching motif.

THE SOLUTION

The solution was to transition between the vastly different show titles Bridgerton, Stranger Things and Chef David Chang using warm wood vertical slat panels and brand color blocks. The end result included a live action chef station, a bridgerton costumed string quartet and Joyce's living from stranger things brought to life for the celebrity panel discussion.



Nickelodeon

nickelodeon. COMIC-CON 2014 SCHEDULE
SUNDAY, JULY 27TH BOOTH HOURS: 9:30AM-5:00PM

TIME	ACTIVITY
9:30AM - 10:00AM	... (unreadable)
10:00AM - 10:30AM	... (unreadable)
10:30AM - 11:00AM	... (unreadable)
11:00AM - 11:30AM	... (unreadable)
11:30AM - 12:00PM	... (unreadable)
12:00PM - 12:30PM	... (unreadable)
12:30PM - 1:00PM	... (unreadable)
1:00PM - 1:30PM	... (unreadable)
1:30PM - 2:00PM	... (unreadable)
2:00PM - 2:30PM	... (unreadable)
2:30PM - 3:00PM	... (unreadable)
3:00PM - 3:30PM	... (unreadable)
3:30PM - 4:00PM	... (unreadable)
4:00PM - 4:30PM	... (unreadable)
4:30PM - 5:00PM	... (unreadable)



COMIC CON INTERNATIONAL 4000



COMIC CON INTERNATIONAL 4000

COMIC CON INTERNATIONAL 4000

STARZ ORIGINAL SERIES
TFLANDER

SQUARE

4000

STARZ ORIGINAL SERIES
DARK

STARZ ORIGINAL SERIES
MAYAH

STARZ ORIGINAL SERIES
TAPPS

NICKELODEON@COMIC CON

THE ASK

To design, fabricate, produce, and manage a 30x60 branded booth space to bring popular brand properties such as SpongeBob SquarePants, Rugrats, Invader Zim, and The Ren & Stimpy Show to life.

THE SOLUTION

Fresh Wata created an expansive booth which featured floor-to-ceiling images from Nickelodeon's most heralded shows. To add visual attention, a giant 30' custom printed and sculpted aluminum fabric ribbon hovered over the booth, while a 10' x 6' Seamless LCD Wall screened exclusive content.

Highlights included a voiceover booth where visitors could record their own scene from a Nickelodeon animated show, an animated GIF booth, a Tumblr fan-art contest (10 to 15 winning pieces showcased within booth), autograph signings, and Meet & Greets with Nickelodeon stars such as Tom Kenny, Sean Astin and Janet Varney as well as beloved character appearances.

Exclusive Comic-Con products were also sold at the booth which were rare and highly coveted. This enabled our booth to not only be an experiential draw for our daily programming, but also a revenue stream as well.



**T-MOBILE
FOR BUSINESS**

Different By

**Accelerate
Performance**

See how
we compare
with Network
Scorecard.



T-MOBILE FOR BUSINESS BOOTH

THE ASK

T Mobile asked Fresh Wata to create a space where their technology sponsors could showcase their product in interactive ways, while keeping the space open and inviting. The booth required an area for larger presentations as well as private meeting spaces.

THE SOLUTION

Our team thought about interaction and how we could make the booth comfortable. We created a space that hit guests right away with a large LED screen and a T Mobile Cafe, where people gathered to discuss what they have experienced, have a drink, and have a good overview of the entirety of the booth's spaces. The presentation area was open format for all guests to watch from within the booth. Modular seating cubes shuffled based on the presenter. Sponsor areas surrounded the perimeter as well as 2 private meeting spaces. Neutral colors, natural wood slatted structures made the space feel warm and inviting, with several lounges throughout. The backside had a large fabric structure symbolizing the T-Mobile beams anchoring the back of the booth and gave a great element of fun to the space.



Verizon

Sprint



SoftBank



Sprint 5G

SPRINT 5G EXHIBIT BOOTH@MWC

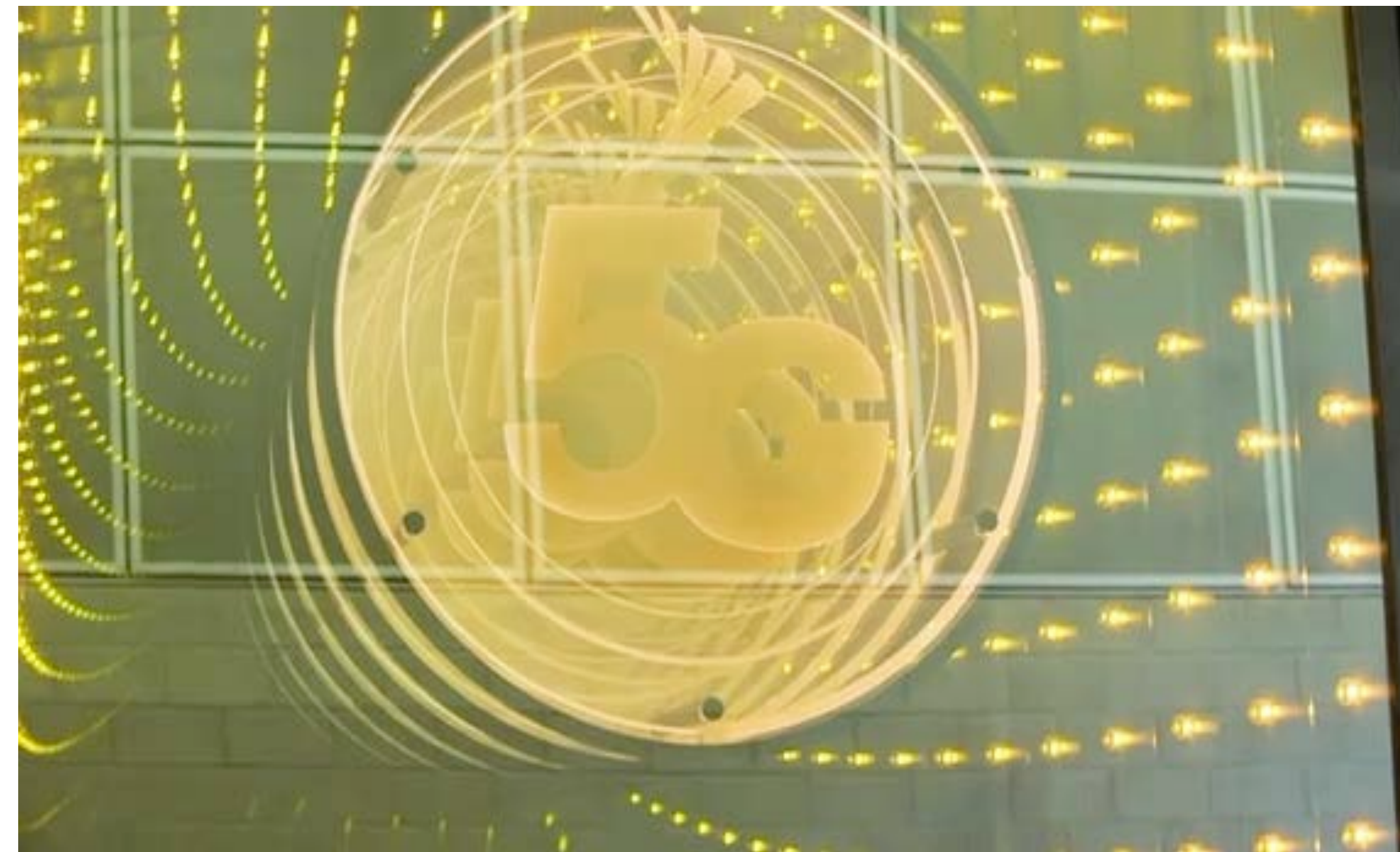
THE ASK

To design, fabricate and produce a 50X90 branded, inviting booth space to bring 5G to life in a visually stunning way which conveyed openness. Additionally, this space needed to include a meeting area and brand partner activations.

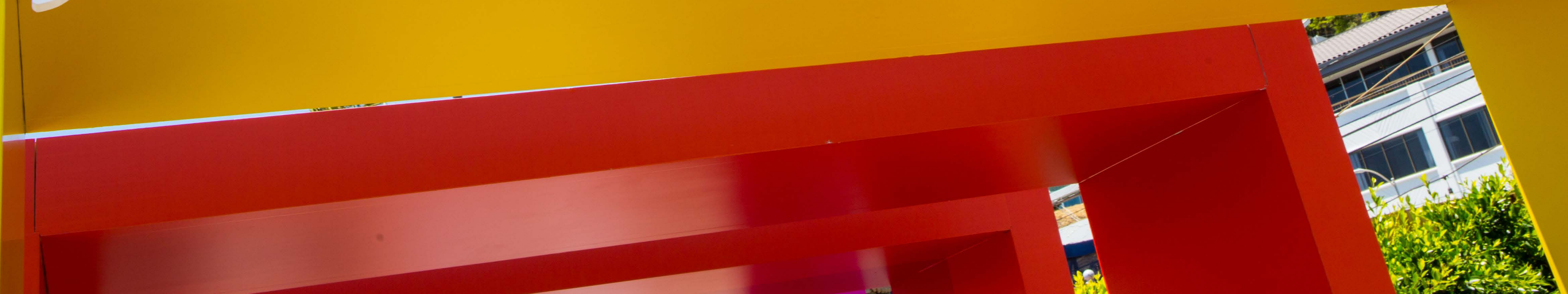
THE SOLUTION

Since Sprint was showcasing new technology at this conference, we needed to design an environment which was future-forward in look and feel. We accomplished this goal by integrating interesting and unexpected architectural design elements throughout our space. The kiosks, overhead structure and front desk all utilized high gloss laminates with backlit plexiglass which leveraged creative lighting design for amplification.

Decorative elements such as an infinity mirror and living wall juxtaposed nature and technology in an unusual, creative way bringing the space to life. Finally, we invited guests to experience 5G via hands-on gaming stations, VR and a facial recognition experience. Our well-versed Brand Ambassadors were supplemented with Pepper: A helpful, multi-lingual humanoid robot who transforms customer engagement experience through real-time interactions and learning.



InstaBEACH



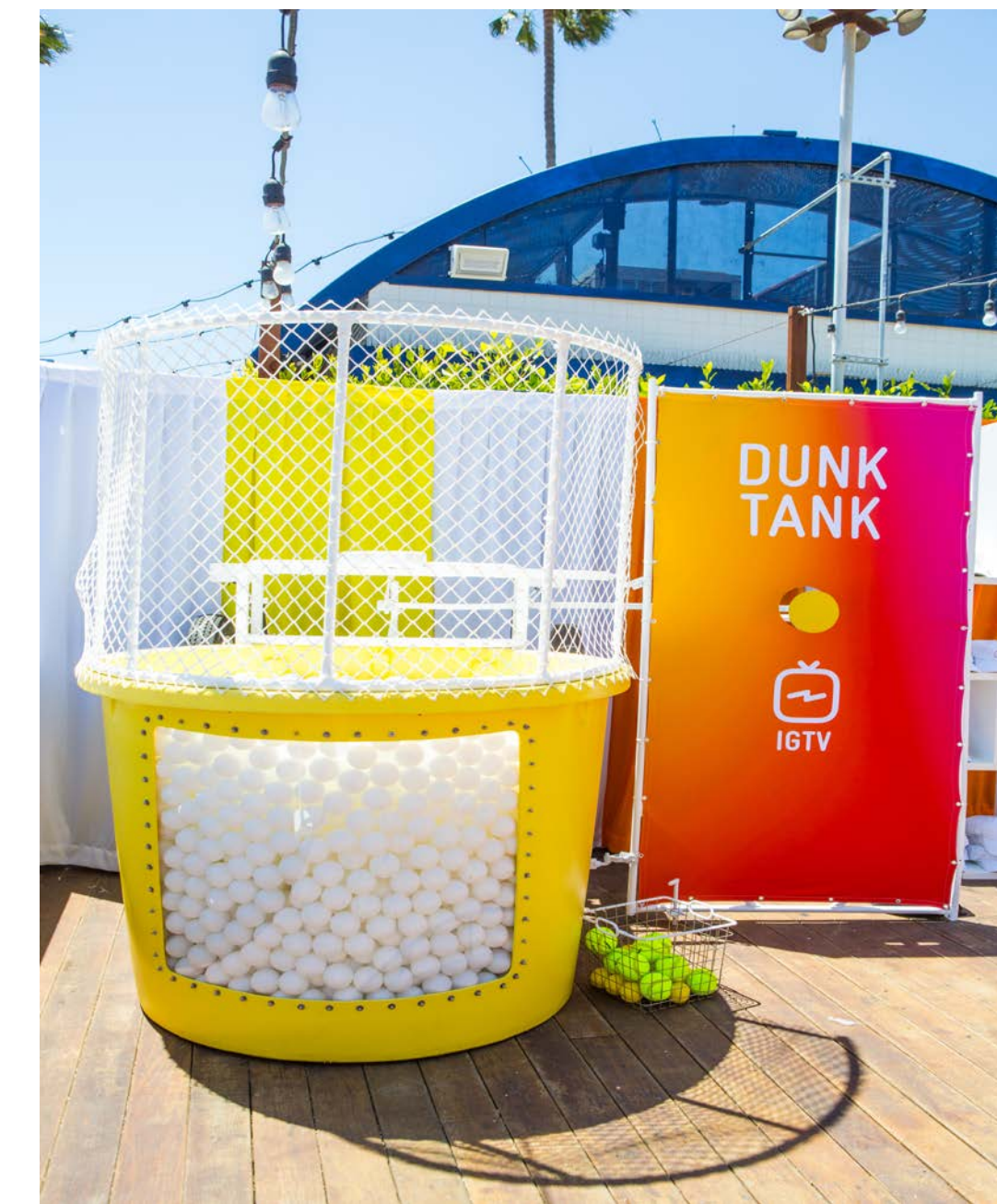
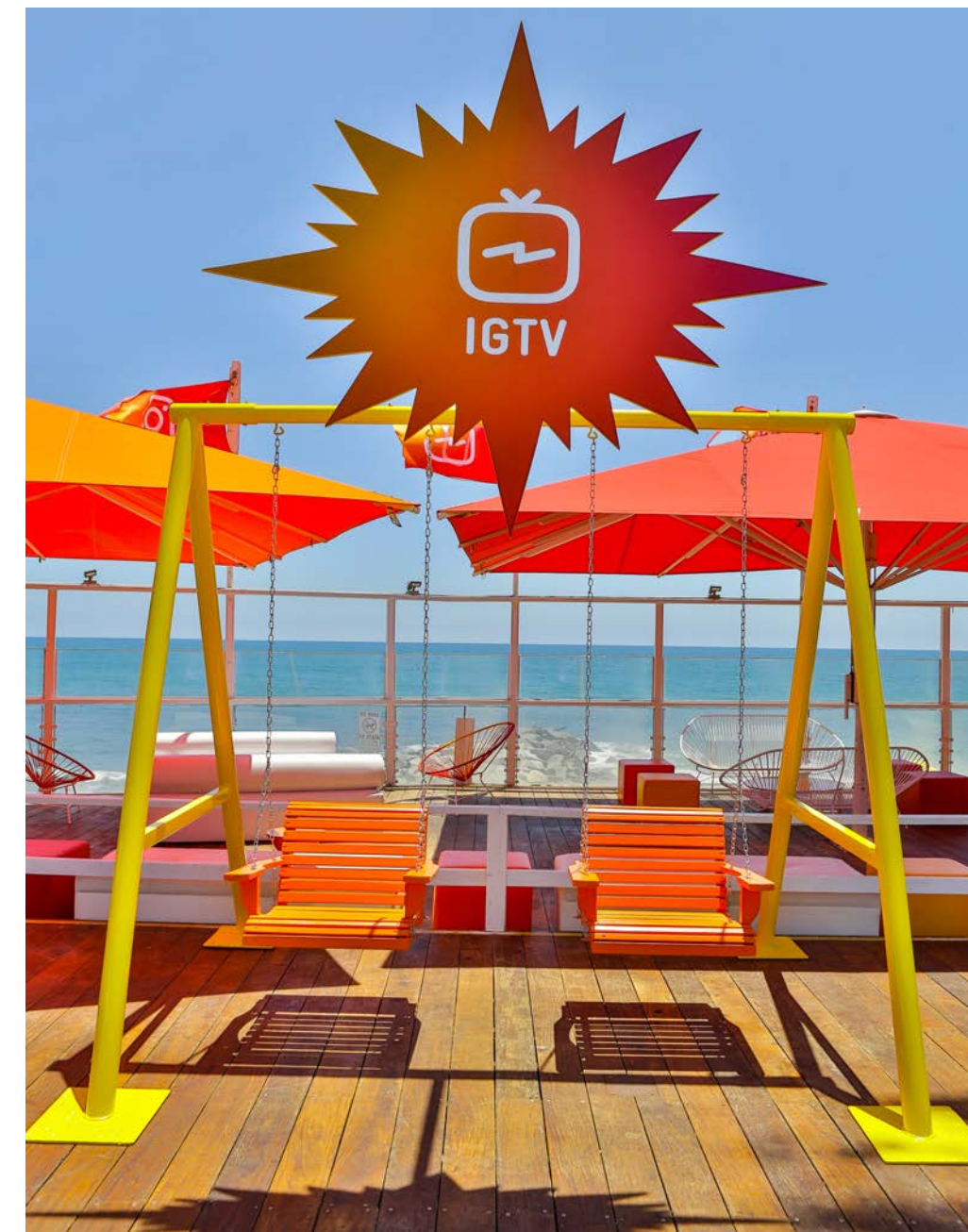
INSTAGRAM BEACH PARTY

THE ASK

Instagram came to us for a 2nd year in a row to design, fabricate, and produce a one-of-a-kind kick off to Summer InstaBeach Event for 900 influencers.

THE SOLUTION

InstaBeach was inspired by a California Carnival Beach Theme which was weaved throughout the event via insta-worthy, colorful elements such as an entrance tunnel, sun-inspired swing set, balloon pop, Instagram dunk tank, and giant hi-striker game. We also created custom elements to cover permanent fixtures throughout the area footprint. Traditional beach and carnival food carts helped round out the experience offering a range of food experiences from a fry cone wall to a DIY candy pop bar and fruit station.





T

RIGHTTECH
ROBOTICS

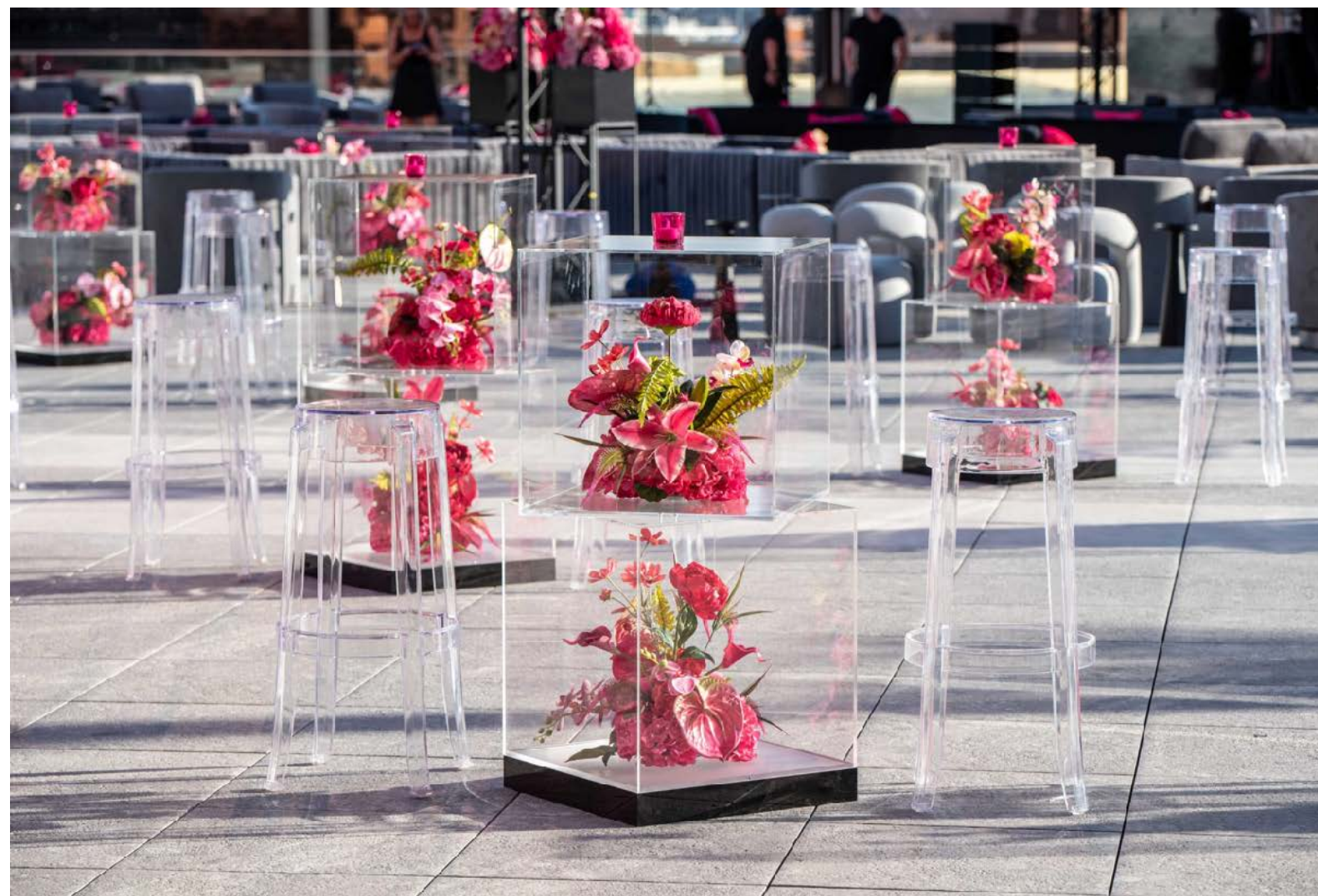
T-MOBILE FOR BUSINESS AWARDS

THE ASK

T-Mobile celebrated their most innovative customers who went above and beyond to transform their industries. Fresh Wata had the honor to conceptualize, design and produce T-Mobile for Business's Unconventional Awards.

THE SOLUTION

Fresh Wata created an "unconventional" event tailored to T-Mobile for Business branding with unique activations and design elements. Napkin Killa created one-of-a-kind caricatures on branded napkins that were placed in branded acrylic frames. The speakeasy wall served "Unconventional Cosmos" and "Magenta Margaritas" behind a multi-dimensional floral wall. The stage was modeled to mimic the look of the awards themselves and lighted platforms flanked the stage with a DJ accompanied by 3 live musicians. From the custom furniture designed specifically for T-Mobile to the oversized "T", there was not a detail to be missed.



THE ESPYS



THE ESPYS

THE ASK

ESPN reached out to FW Experiences to help celebrate the best players and moments in the world of sports and work alongside their team in transforming Roosevelt Hotel into an elegant party with activations around the property for top athletes to celebrate their achievements.

THE SOLUTION

Our team worked quickly to pull together the design, schedule, floor plans and details to manage the budget for an all-star post party full of notable guests. Credentials and entrance security were strictly enforced and strategically planned as invited guests entered past the custom fabricated 60' arch entryway our team built and inset with LED wall panels to make a grand impression for the welcome. We worked with the venue on F&B menus, logistics and collaborated with ESPN to produce and design the reception including the ROS, printing, sponsor integration, production, lighting, live performances and entertainment coordination. Misters were placed inside the pool as a special effect and every tree had lighting. Giant iridescent spheres were playfully set around the illuminated pool. From surprise performances and synchronized swimmers to live sushi making, we helped build an experiential environment for sponsor activations, and of course, our team customized a chrome replica of the famous ESPY Award Trophy, also illuminated and adorned with tropical florals set in the center of the pool. From RFP to event debrief, this 2-month project was another big success for our teams and client!





LET'S CREATE SOMETHING OUT-OF- THIS-WORLD!

Fresh Wata is equipped to help you wherever in the world you might be going,
nationally and internationally!

freshwata.com

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