

IDEENMANUFAKTUR  
**FORTENBACHER**<sup>®</sup>  
ERLEBNISWELTEN

We make it happen

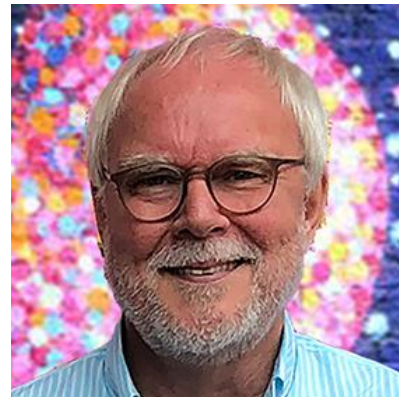
## THE AGENCY

FORTENBACHER ERLEBNISWELTEN, Hamburg, has been responsible for a number of sensational event productions since 1990, among others with artists such as Joe Cocker, The Temptations, Jennifer Rush, Achim Reichel and for companies like Deutsche Bank, Lufthansa, Unilever, Porsche, Systematics, Siemens Nixdorf, as well as concerts and exhibitions in the Musikhalle Hamburg with the Philharmonic State Orchestra Hamburg under the baton of Ingo Metzmacher.

As “gate keeper“ between agency and enterprise, Birgit and Hardy Fortenbacher already are busy during the development of the event to adapt it optimally to the communications strategies. Their particular concern is in the bridging function between business and culture in Hamburg. A function which Fortenbacher Erlebnisswelten has now held for more than 20 years.

The events are conceptual productions, in which accurately pinpointed messages are emotionally charged and transported. This produces innovative, surprising and above all moving moments.

Whether business customers want to achieve an image transfer of cultural values to businesses or individuals want to celebrate an unforgettable anniversary - the team stages the fitting world of experience. For your brand, your customers and your employees or for your private parties. And never just "off the shelf".





**UNSERE ART**  
Philosophie!



**INSZENIERTE  
KOMMUNIKATION**  
Für Wirtschaft & Kultur



**ARTIST AT  
WORK**  
Künstler, Kunst, Kulinarik.



**PRIVATE FESTE**  
Das runde, das schönste,  
das letzte Fest.



**EVENTS FOR  
STORES**  
Aus Kunden werden fans



**DIE  
WANDELBAR**  
Welcome-Szenario &  
Eyecatcher



**DINNER, DRUM  
&  
DANCE**  
Wir bringen Ihr Essen zum  
Klingen!



**QUINTESSENZ**  
Das Kulinarium



**MEIN LIEBER  
SCHWAN**  
Das AlsterSchwan Derby

## **QUINTESSENCE – THE CULINARIUM**

FIVE SENSES – FIVE COURSES – FIVE ELEMENTS – ONE EVENING

The QUINTESSENCE approach is to stage a totally new event dinner – without a show! QUINTESSENCE is new and exceptional as from the first moment onwards and ultimately, all aspects of the evening relate to the food. Actually, a solution that is perfectly obvious. Because: The dining experience itself holds the real magic, the force field of the new production. The food is the main player, around which everything takes place, to whom everything is played and whom everything submits to. Instead of entertainment with good food we offer an essential dining experience.

The title QUINTESSENCE already shows the innovative, the essence, the substance and the fundamental of the event: Everything stands in the immediate sense and senses context to food and drink. The food is effectively the star of the evening! All impulses originate from it, leading to diverse aspects of experience – quality, sustainability, entertainment, slow food, art, authenticity, regionality etc.

We aim at the five senses, which each of the guests possess. We make them aware of them. For this, we have to open them first and then open them wide for an intense and shared experience. We line up with our direction- and artist team for this ambitious claim. We serve surprises and new perspectives. Interactivity, special effects, reality, surreality and played reality are the essential ingredients of our new experience-recipe.

We don't need a show with jugglers, acrobats and comedians on stage, no slapstick and action waiters, no exhausted clichés from the musical genre, no guesswork like a crime-dinner, no reading evening with a classic menu, no exchangeable celebrity chef like in the Palazzo or Schubeck's Teatro, no decorative mirror tent or nostalgic vaudeville. Instead we concentrate on the elementary parts, which are all about the food as central focus of the event and which all lead to it.





## **DIE WANDELBAR**

Since 2013 we have been enchanting our clients at festivities in the premium segment with the WANDELBAR (wandering bar/ also meaning changeable). At the charity dinner of the Hamburg Opera house with selected guests from politics, culture and business or at the LEA Award in the Frankfurt Festival Hall with 1,500 decision makers from the world of entertainment, the IMEX trade fair in Frankfurt up to the charity-gala "Event Prominent" in the Hamburg Grand Elysée – the WANDELBAR was always a wonderful eye-catcher.

In top hotels like the Vier Jahreszeiten and the Atlantic in Hamburg or the Steigenberger in Frankfurt, our WANDELBAR was enthusiastically circled and admired again and again. This was also the case with the international premium clients of the LUFTHANSA TECHNIK at their annual congress. The WANDELBAR enriches every lovely party, but also offers a visual highlight at business events as well as trade fair presences, to present brands in a very personal and emotional way.

### **Our models:**

THE WANDELBAR CLASSIC –All in white.

THE WANDELBAR COLOUR –Individual note through vivid touches of colour.

THE WANDELBAR CRYSTAL – Mirror fascination.

THE WANDELBAR BLACK SWAN – The black angel.

THE WANDELBAR RED & WHITE – Lovely and spicy.

THE WANDELBAR ALPENGLÜCK – traditional dirndl girl.

THE WANDELBAR MRS. GREEN – An exotic appearance .

THE WANDELBAR MELODY – The musical surprise.

THE WANDELBAR FROLLEIN EDEKA –Yellow-blue charm in the whole store.

THE WANDELBAR MAGIC – Surprise, Surprise.





## STOREEVENTS

### **A word in advance:**

We have been working for the Edeka NIEMERSZEIN stores for more than ten years now. NIEMERSZEIN operates ten shops in Hamburg, which have been decorated with various awards, like the "Shop of the Year" and the best fruit and vegetable department. Due to this successful cooperation, we subsequently came into business with about 30 other stores. All these experiences have shown us that the vast majority of retail industry are still in the balloon clown, bouncy castle and wheel of fortune mode. Following the motto "Rotated it 1000 times and nothing happened 1000 times", passive and eventless catering off the shelf shape the routine.

At this point STOREEVENTS sets in and with its proven experience know how enables the young, cheeky and humorous expectations which have been awakened by the media regarding EDEKA being done justice on site in the store. The new booking portal serves a central communications platform to all retail stores and strengthens the brand image in the field of live communication. To summarize, we have launched the first online corporate store in Germany - comparable to sites like "mydays" or "Jochen Schweizer" in the private sector. Other industries, such as hotels, drugstores etc. will also be enriched STOREEVENTS in the future.

With its over 20 years of experience and know how in the field of live communication, FORTENBACHER ERLEBNISWELTEN has developed sales and comprehensible experience modules for all store managers. Every retailers identify the practical value of the new booking portal in a very simple and clear way. He is instructed, attends workshops, is informed about the power of social media, can order corporate promotional material developed especially for the retail brand or let his store decoration be designed.

The photo - and video database repeatedly stimulates new inspirations and creates an emotional and communicative bridge between customers, employees and suppliers.

STOREEVENTS works primarily towards customers, suppliers and social media. In addition, intern events, trans-regional trade fairs, employee motivation events and much more.

**In future, STOREEVENTS will not only function as a central booking portal for all retail stores but will also ensure the quality of all premium brands in the field of innovative live communication.**



EVENTSUCHE

STOREEVENTS

FOTOS/VIDEOS

INTERNE EVENTS

WORKSHOPS

FAQ

TEAM

KONTAKT



MOTIVIERTE MITARBEITER DURCH ZUFRIEDENE KUNDEN

IMMER EINEN BISS VORAUSS  
KLICKEN SIE SICH DURCH DIE FRISCHEABTEILUNG  
DER CORPORATE STOREEVENTS

# THE HAFENENGEL (Harbour Angels)

Melodious - inspiring - intoxicating - devilishly good

For over 20 years Hamburg has been considered the musical capital of Germany and the gateway to the world. But the port city provides far more than you think, musically. From the traditional "Tüddelband" song, the evergreens "Das ist die Liebe der Matrosen" (This is the love of the sailors), over Hans Albers, Freddy Quinn and the Beatles, the musical range reaches to the present from Fettes Brot (Nordish by Nature), Jan Delay (Auf St. Pauli brennt noch Licht) up to Udo Lindenberg's famous song (Reeperbahn) and ultimately the musicals Cats, Phantom and Mamma Mia at the Operettenhaus.

There is a lot to discover in the fascinating port city. Apart from the main attractions, lots of small places can be discovered where real life is going on. The HAFENENGEL take the audience with them on a surprisingly informative and lively flight and reveal some secrets. Each neighborhood has its own unique flair and character, just like our four HAFENENGEL.

**For instance Carolin Fortenbacher** (5 years leading actress Mamma Mia)

**The HAFENENGEL of Extravagance „LA PALOMA“** (the Dove, the most sung, interpreted and arranged song worldwide. World hit. Hans Albers-Freddy Quinn). The angel protects the uniqueness and represents the St. Pauli quarter / glittering mile, blaze of lights, port, wide world, origin, nightclub district, Operettenhaus & TIVOLI.

**The HAFENENGEL of Work „JETTE“** (Zitronenjette – a bit of Hamburg original, brings luck). Protects the workers, mothers and families and represents the quarters Barmbek, Wilhelmsburg, Hamm, near the Harbour and Altona.

**The HAFENENGEL of Business „MARLENE“** (from mare = Sea, jhard by God, THE DIETRICH). Protects merchants, trade, the market and represents the quarters: City, Harvestehude, Blankenese.

**THE HAFENENGEL of Inspiration „ALICE“** (daughter of the sea, sea nymph). Protects artists, dreamers, youth and represents the quarters: Ottensen, Altona, Schanze

**Book** our **HAFENENGEL SHOW** and feel our city's musical heartbeat from Freddy Quinn to Fettes Brot.







# MEIN LIEBER SCHWAN!

## The AlsterSwan Derby

The basic idea:

Hamburg representatives and celebrities from politics, culture, sports, education, business, media and entertainment playfully compete with pedal-boat swans at the first Hamburg AlsterSwan Derby “MEIN LIEBER SCHWAN”. In team pairs they pedal through a water obstacle enactment with fascinating art installations.

The joint good cause:

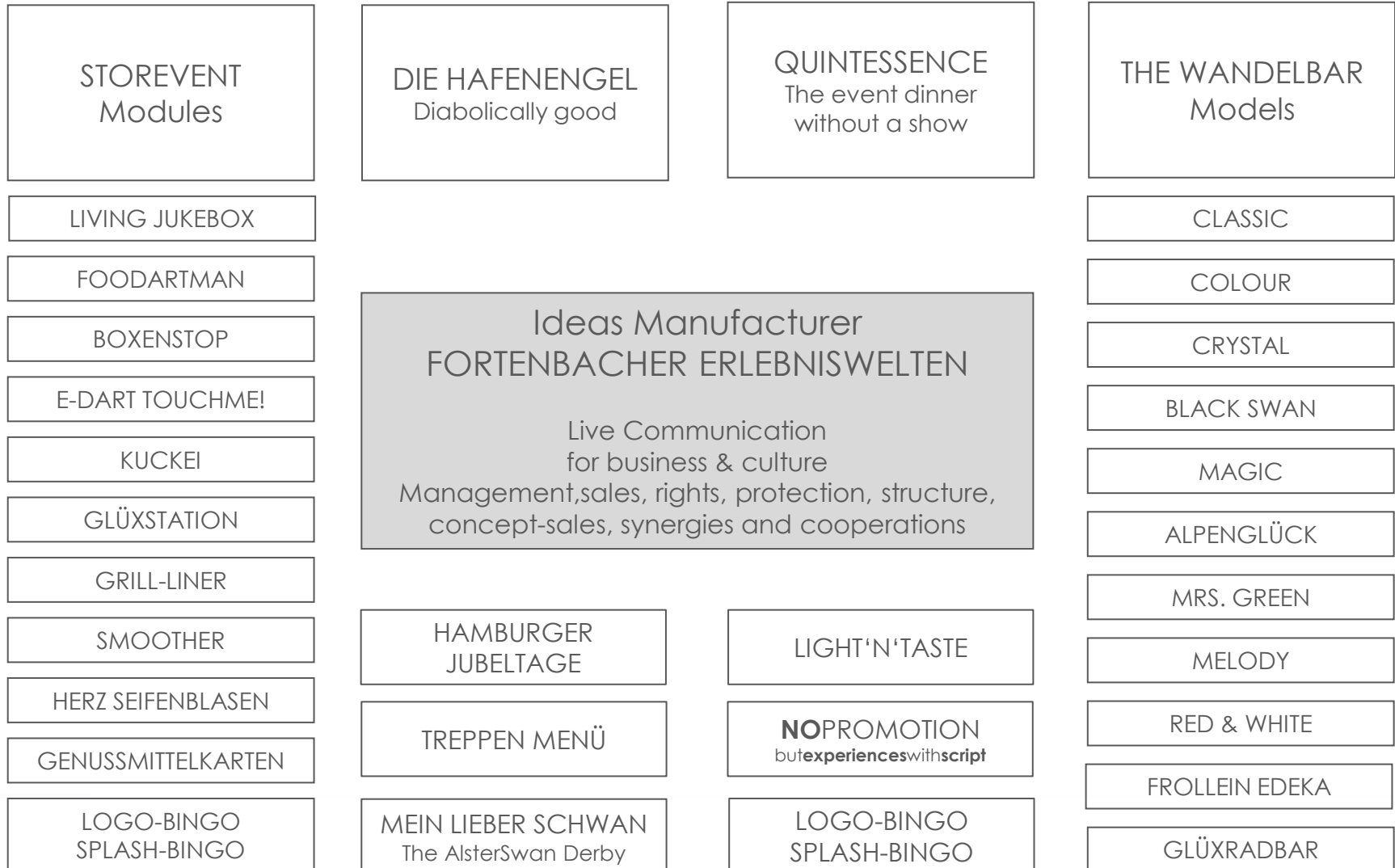
The swan is not only a living emblem of Hamburg for us, but also white symbol figure for the good soul of our capital of foundations, Hamburg. Under this living symbol Hamburg foundations and charity organizations are jointly supporting a good cause for the first time. The premium event offers various opportunities to generate donations and to do good.

The white culture festival:

The derby on the inner Alster Lake is framed by a white cultural festival with a lake stage feeling and beautiful view onto the Hamburg skyline. With this and all other parts the event MEIN LIEBER SCHWAN! is meant as a tribute to the swan and as a big profession of love to our foundation and charity capital of Hamburg.



## AGENCY- ORGANIGRAMM





## REFERENCES

- **Unilever** among others the country-art-project **BrunchBrot** and the **candelabra of brands** for the fusion of UNILEVER with Bestfood
- **Berentzen** „Knackiger Spass im Glas“
- **Diageo - Baileys**, Brasilberg and champagne-presentation with the WANDELBAR
- **Coca Cola** Internorga Kick-off for top clients with Hör-und SehBAR (visual and audible bar)
- **Lufthansa Technik**: 14 years of gala orchestrations for top clients among others with test flights into space, flying carpets and supermen, DINNER,DRUM&DANCE and much more
- **Philharmonic State Orchestra Hamburg**  
**Gönnerklang** the charity-concert and historic exhibition in the Musikhalle Hamburg
- **Deutsche Bank** (Thank you event for executives with cheering cordon and much more)
- **Cinemaxx-Opening** Hamburg with interactive Cinematrix-game
- **Porsche presentation** – The audio and visual game presentation in the Hamburg Chamber of Commerce
- **Tchibo** Black & White campaign, introduction with the WANDELBARs in the Cinemaxx
- **STEIGENBERGER HOTEL GROUP** The top-client gala-kitchen-festival t „Berlin Dark&Light“ 2014
- **DINNER,DRUM&DANCE** – We let your meal be heard
- **EDEKA NIEMERSZEIN & EDEKA Nord** - Market stimulation since 2007 & 50 years anniversary events 2015

## OTHERS

HANSEVIERTEL | WARBURG BANK | STAATSOPER HAMBURG | HÖRZU | ECE PROJEKTMANAGEMENT | PROVINZIAL | PAPIER UNION | MERCEDES | SIEMENS | COMMERZBANK | HEINRICH BAUER VERLAG | HAUNI MASCHINENBAU AG | LEVER FABERGE | PRICEWATERHOUSECOOPERS | SPARDA-BANK | ACCENTURE | DEUTSCHE BANK | EDEKA | VIER JAHRESZEITEN | ÜBERSEE CLUB | HANSE LOUNGE | BUISNISS CLUB HAMBURG | HOTEL ATLANTIC Kempinski | VERBAND CHEMISCHER INDUSTRIE U.V.M.

We stand for eventful live communication  
following the principle of:

**When did you last experience  
something for the first time?**



## We make it happen...

- We are idea manufacturers for enacted communication – on the market for over 20 years
- We create harmonious worlds of experience for brands and people – in rooms of reality and fantasy
- We consider ourselves emotions manager & spiritus rector – with dramaturgically conceived stagings
- We design made-to-measure one-of-a-kinds – strategically, creatively and interactively
- We don't let something wash over you, rather we challenge
- We are intermediaries between business and culture
- We stage walk-in films
- We consider ourselves as the quintessence in the communications world – the 5th element

## The Essential – The Connecting – The Love





## Contact

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