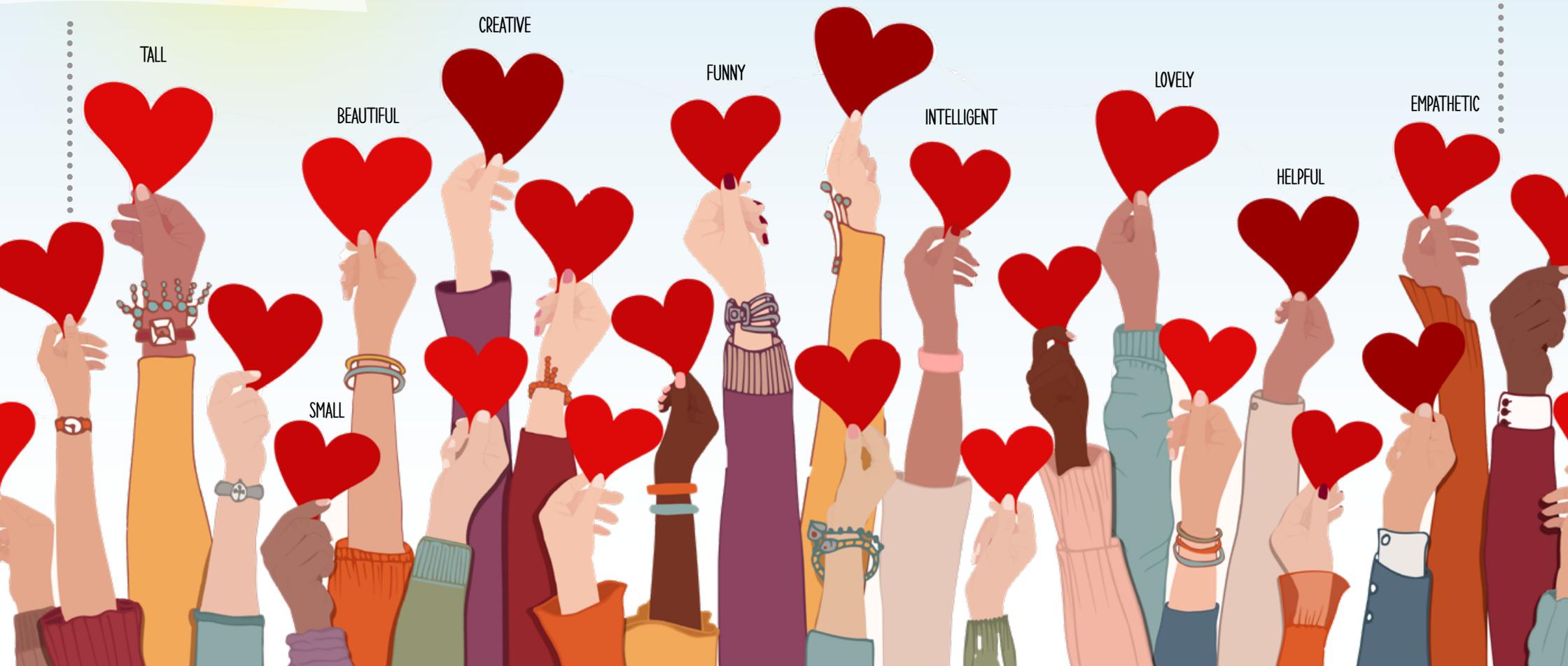


erlebnis\*  
management

# HAPPY YOU

TIME FOR A SELF-LOVE JOURNEY



TALL

BEAUTIFUL

CREATIVE

FUNNY

INTELLIGENT

LOVELY

HELPFUL

EMPATHETIC

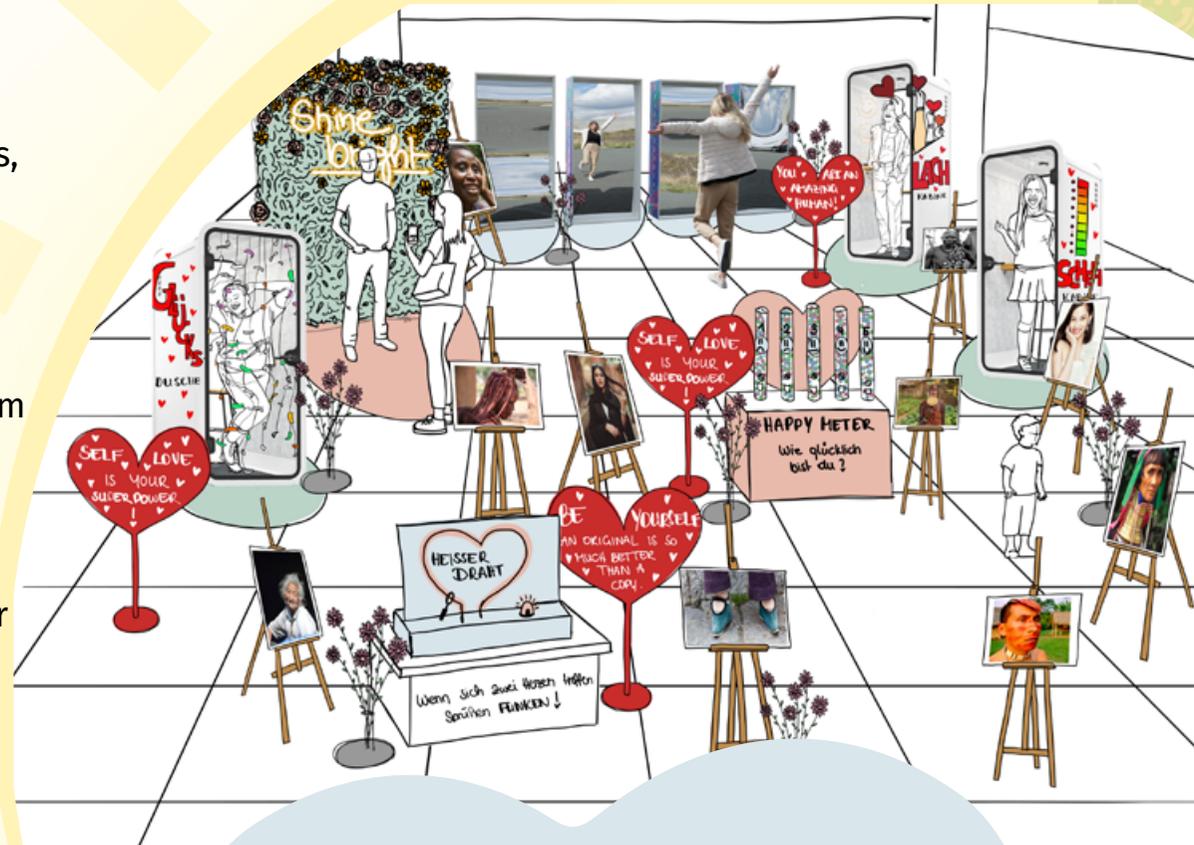
SMALL

"ACKNOWLEDGE YOURSELF"  
(MICHAEL JUNG)

# AN "AMAZING" TOPIC WITH THE EXTRA PORTION HAPPINESS...

**AMAZIBITION = ENTERTAINMENT<sup>3</sup>...**  
... be amazed, learn and experience

- **EDUTAINMENT:** At this Amazibition, among other things, the picture exhibition of „Beauty ideals from all over the world“ ...clears up with social beauty ideals. Here is shown: Beauty is anything but objective and not dependent on external characteristics.
- **ADVENTURETAINMENT:** Whether you just want to scream out loud or get applauded - our Amazibition provides for many unforgettable happy moments with a WOW factor.
- **ENTERTAINMENT:** You are part of the show and the star - in the exhibition as well as in your life. We show you, how great you are!



...AND A GREAT RESULT:

**YOU ARE GREAT THE WAY  
YOU ARE!**

- **Space requirement:** about 200 m<sup>2</sup>
- **Rental period:** from 3 weeks

# ADVANTAGES FOR YOUR LOCATION

*...FROM SHOPPING- TO ENTERTAINMENT CENTER WITH ADDED VALUE  
...FROM A WALK IN THE CITY CENTER TO A MENTAL EMPOWERMENT!*

"YOUR VALUE IS IN WHO YOU ARE, NOT WHAT YOU HAVE!"  
(THOMAS EDISON)

- **ENTERTAINMENT:**

Enter-, Edu- and Adventuretainment for more self-love to amaze

- **LONG-TIME INSTEAD OF DAY EVENT:**

for your happiness-factor for at least 3 weeks

- **INTERACTIVE GAMES:**

Visitors learn, play and have fun while playing

- **NO OR MINIMUM STAFF NEEDED:**

the exhibition is self-explanatory, intuitive and freely accessible

**MORE HAPPINESS = MORE LOVE  
= POSITIVE LIFE!**

## FACTS AND FIGURES:

- Through created shopping experiences **no competition with online retail.**
- Your Location can sustainably position itself as a **promising and innovative destination.**
- The strength of the exhibition theme combined with a SoMe campaign increases their catchment area.  
- **higher customer frequency!**

# YOUR JOURNEY TO PERSONAL HAPPINESS

"IN ANY CASE, IT IS BETTER TO BE A SQUARE SOMETHING THAN A ROUND NOTHING!"  
(FRIEDRICH HEBEL)

Many people build their self-esteem on their appearance and on the recognition of others. You have to be beautiful - at (almost) any price. This is the ideal that seems to find recognition everywhere and can seriously shake our self-esteem. But we all have many inner and outer merits and are valuable even with supposed flaws. HAPPY YOU helps you to learn to appreciate both.

- SCREAM WITH HAPPY YOU
- LAUGH WITH HAPPY YOU
- CELEBRATE YOURSELF WITH HAPPY YOU
- BE HAPPY WITH HAPPY YOU

**SO: LET US RISK, TO BE OURSELVES FROM TODAY ONWARD**

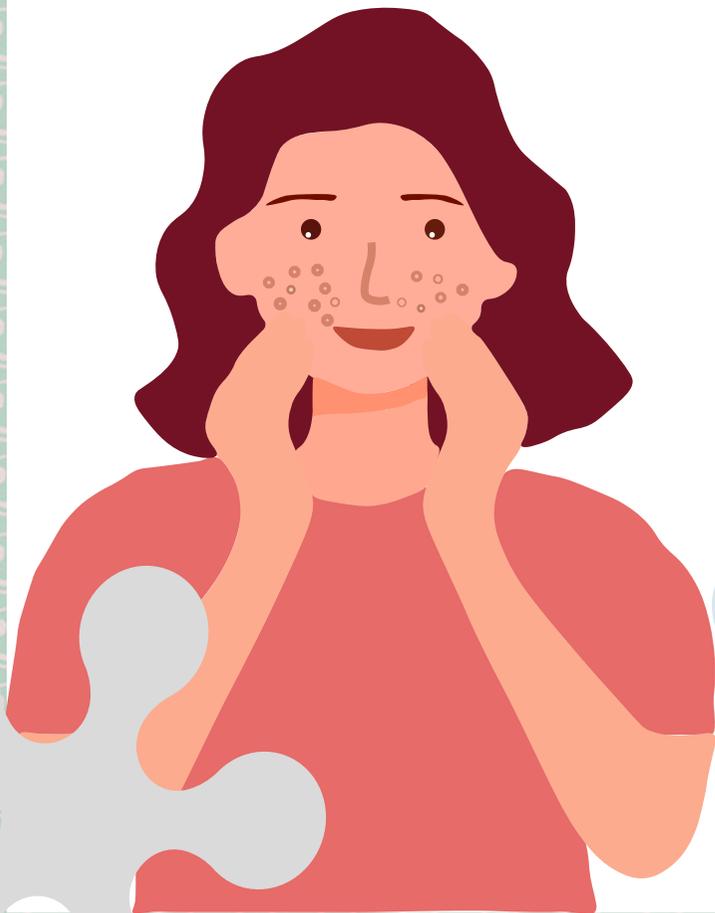
**Short legs?** It doesn't matter - jump into puddles of water with them!

**(Laugh-)lines on your forehead?** It doesn't matter - put them in the next laughflash in scene!

**Slightly wider hips?** It doesn't matter - let them rotate and dance to your favourite song!

**Small belly?** It doesn't matter - laugh as long as it hurts!

**You are PERFECT, the way you are!**



# HAPPY YOU - AREA...

This area gets you an extra portion HAPPYness - we promise!

NO ONE CAN MAKE YOU FEEL  
INFERIOR WITHOUT YOUR  
CONSENT!  
(ELEAONOR ROOSEVELT)

## LAUGHMIRROR

Goodbye  
distorted  
perception!

## SELF-ESTEEM BOOTHS WITH INTERACTIVE PARTS

No matter if  
angry or happy  
- let it out and  
feel good!

## HAPPY-PHOTOPOINT

Smile and be  
happy!

## THE HAPPYMETRE

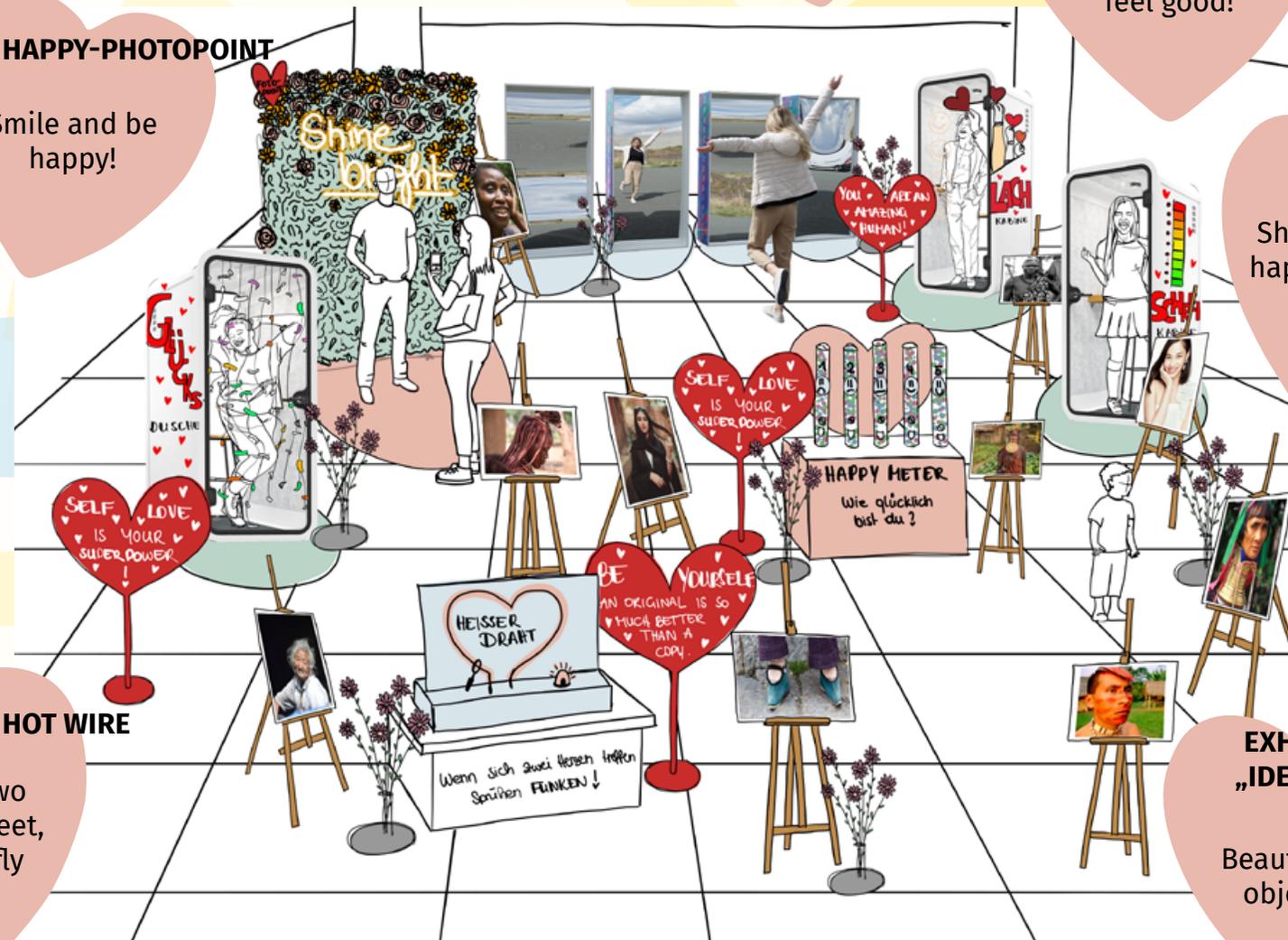
Show us, how  
happy you are!

## HOT WIRE

When two  
hearts meet,  
sparks fly

## EXHIBITION OF PAINTINGS „IDEALS OF BEAUTY IN THIS WORLD“

Beauty is not  
objective!



# OVERVIEW OF THE HAPPYNATORS

"BE YOURSELF! EVERYONE ELSE IS ALREADY TAKEN!"  
(OSCAR WILDE)

THE HAPPINESS SHOWER - ALLOW YOURSELF TO BE HAPPY!

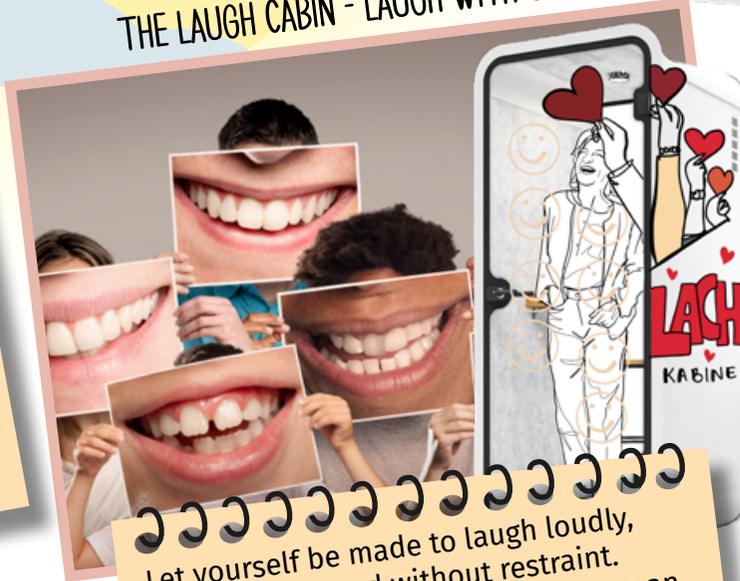
THE SCREAMING CABIN - SCREAM AS LOUD AS YOU CAN



Come & scream your ballast simply from the soul and increase your well-being in this cabin. Try it out & be amazed!

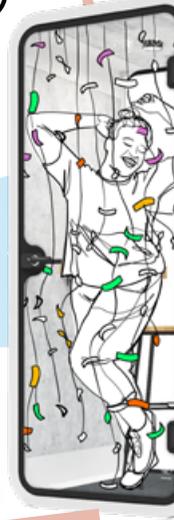
Compare in real time how much power your voice has and how loud you can scream.

THE LAUGH CABIN - LAUGH WITH US!



Let yourself be made to laugh loudly, uninhibitedly and without restraint. You will see that your brain becomes an endorphin machine.

Discover new jokes in the laughing booth or let yourself be carried away by laughter.



Being happy is one of the most beautiful feelings in the world - we want to give you this feeling here!

Dance, have fun and enjoy the moment with positive messages and streamers rain.

# OVERVIEW OF THE HAPPYNATORS...

"ALWAYS BE A FIRST-RATE VERSION OF YOURSELF. INSTEAD OF A SECOND-RATE VERSION OF SOMEBODY ELSE" (JUDY GARLAND)

LAUGHMIRROR - STAND UP AND LAUGH ABOUT YOURSELF!



HAPPY - PHOTOPPOINT  
- IT IS RAINING FLOWERS ONLY FOR YOU TODAY!!

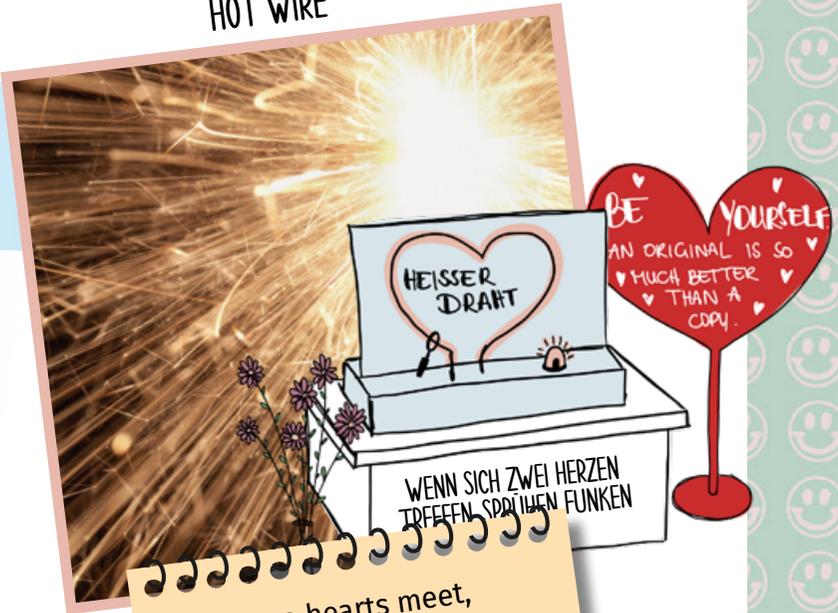


Four mirrors are waiting for you here to show you how distorted perceptions can influence our self-perception. But no matter what outer characteristics distinguish one, we can use them positively:

- Short legs?** Jump into puddles of water with them!
- Small head?** Your child's cap will fit you forever!
- Slightly wider hips?** Let them gyrate and dance to your favorite song!
- Small belly?** Laugh until it hurts!

Take a break from everyday life and let yourself be enveloped by a shower of flowers at this station! Discover the beauty of your uniqueness in the midst of this sea of flowers. Smile into the camera and let this extraordinary experience be captured for eternity.

HOT WIRE

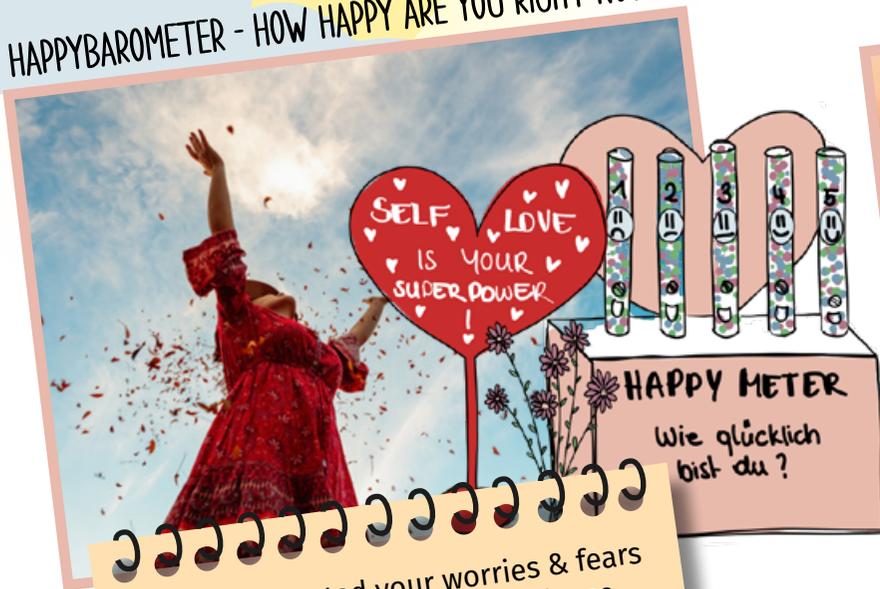


When two hearts meet, sparks fly:  
You can test this for yourself right now on our hot wire.

NO HUMAN BEING CAN FEEL COMFORTABLE WITHOUT ITS AGREEMENT!  
(MARC TWAIN)

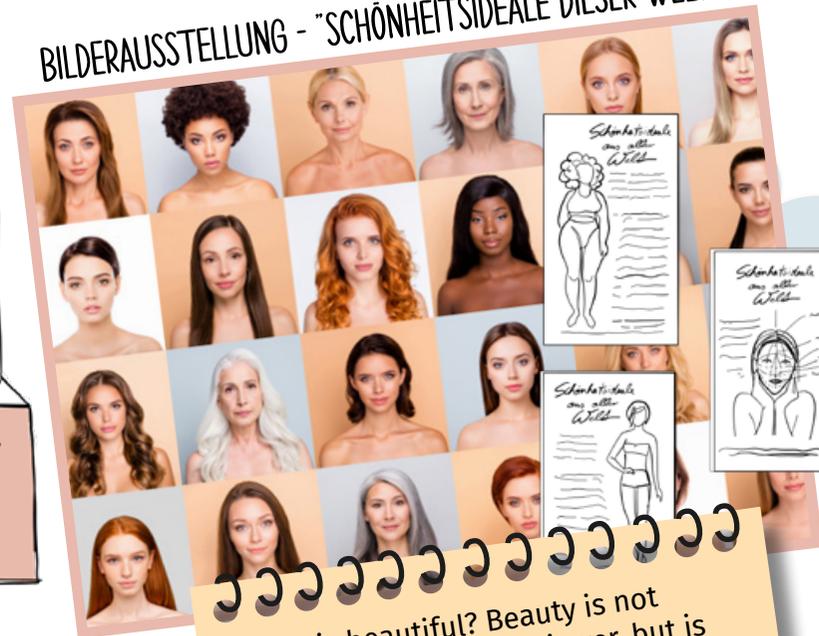
# OVERVIEW OF THE HAPPYNATORS...

HAPPYBAROMETER - HOW HAPPY ARE YOU RIGHT NOW?



You have shouted your worries & fears from the soul, enjoyed the applause, discovered laughter yoga for yourself and carefree bathed in confetti? Very good - now show us how happy you are in the HAPPYbarometer. Choose a number from one to ten and let us surprise you!

BILDERAUSSTELLUNG - "SCHÖNHETSIDEALE DIESER WELT"



What is beautiful? Beauty is not only in the eye of the viewer, but is also strongly influenced by culture and society. We show you which definitions of beauty apply in the most diverse regions of the world.

# ADD ONS

"THE REWARD FOR ADAPTATION IS THAT EVERYONE LIKES YOU, EXCEPT YOU LIKE YOURSELF!" (RITAE MAE BROWN)



**SPECIALS**  
Interactive floors/walls, outdoor decoration, and much more.

**SOCIAL MEDIA CAMPAIGN**  
We deliver the content for 2 weeks before and accompanying the event.



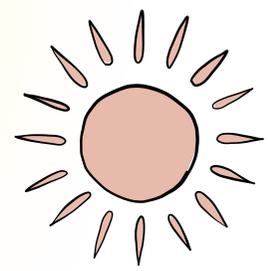
**PLAYCIFIC**  
@ home DIY games  
[www.playcific.com](http://www.playcific.com)

# ADD ONS

**THE HAPPYWALKERS**  
Our HAPPYwalkers provide WOW experiences on location; whether promotions in front of the location or in city centers.



**QUIZ RALLY WITH AN INFO BOOKLET**  
with matching branded Giveaways



**HIGHLIGHTS**  
such as artists, workshops or walking characters

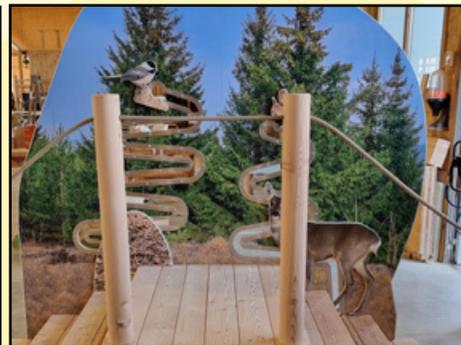
# ARE YOU NOT HAPPY ENOUGH YET?

...THEN SIMPLY BOOK ONE OF OUR OTHER EXHIBITIONS WITH THE EXTRA WOW FACTOR!

“THE HAPPINESS OF YOUR LIFE  
DEPENDS UPON THE QUALITY OF  
YOUR THOUGHTS.”  
(MARCUS AURELIUS)



Africa's Big 5



TREExhibition



The mystic age of dragons

## **AMAZIBITION** *Amazing Exhibition*

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