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## COMPANY PROFILE

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The only way is up>

Without Light...  
**no atmosphere**  
**no experience**  
**no story**

Since 1999, LUC PEUMANS and his  
Painting with Light team create unique visual  
experiences with light & video technologies  
for entertainment and leisure markets.

CEO, Luc Peumans





PWL HQ, Genk - Belgium



# WE CREATE UNIQUE VISUAL EXPERIENCES WITH LIGHTING & MEDIA TECHNOLOGIES

## WHY

We believe in bringing added value to our customers by creating engaging and unforgettable memories for their audiences. Our focus is on challenging the limits in developing powerful visual engineering and evoke strong sensory emotions.

## HOW

By combining lighting and video with scenic and architectural elements, sound and special effects. By creating unique and unforgettable experiences using lighting & media.

## WHAT

Support YOU to design and produce visual experiences  
We know how to mix creativity and technology  
We tell your stories, create emotion and give your audience an experience.

## WHERE

Theme Parks, Museums, FEC's  
Architainment & Retailtainment  
Art Installations & Light Festivals  
Cities and Corporations  
Live Entertainment (Musicals, Theatre, Concerts, Broadcast, Corporate)

## WHO

Founded in 1999 by Luc Peumans  
**Award Winning** Lighting & Media Design Studio  
20+ professional lighting and multimedia experts

The Bodyguard, Musical







# BRAND VALUES



**MULTI  
DISCIPLINARY**



**INNOVATION  
AND TECHNOLOGY**



**WE SHOW WHAT WE DO  
WE DO WHAT WE SHOW**



**ROOM FOR  
IMPROVEMENT**



**TOGETHER**

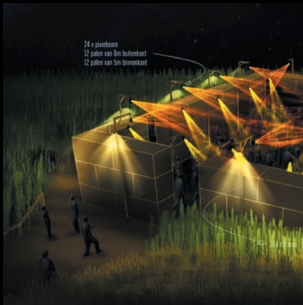


**PASSIONATE**

# SERVICES

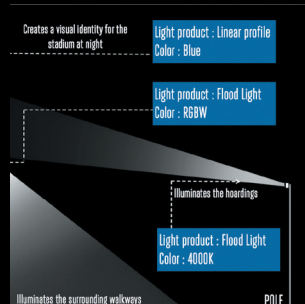
01

CONCEPT DESIGN



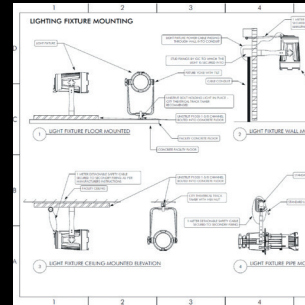
02

SCHEMATIC DESIGN



03

TECHNICAL DESIGN



04

LIGHTING  
SIMULATION &  
VISUALISATION



# PUSHING BOUNDARIES TOWARDS NEW AND IMMERSIVE EXPERIENCES IS OUR DAILY BUSINESS

## 05

BUILD



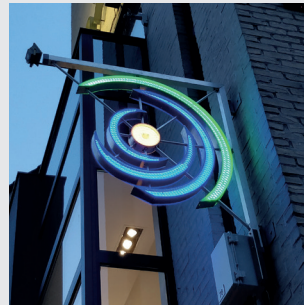
## 06

PROJECT  
MANAGEMENT



## 07

CUSTOM DESIGN



## 08

SHOW CONTROL  
& SYSTEM  
INTEGRATION



**AS LIGHT ARCHITECTS,  
WE CREATE AN ADDED VALUE  
TO A PROJECT BY DESIGNING  
VISUAL EXPERIENCES**

**09**

**LIGHT & MEDIA  
PROGRAMMING**



**10**

**MEDIA CREATION**



**11**

**TRAINING  
& SERVICE**







Lighting Design Visuals



## REFERENCES



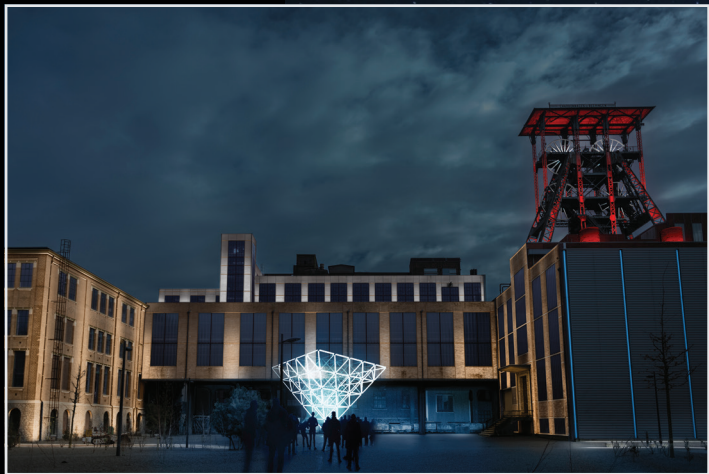


# ARCHITAINMENT

WE DESIGN AND PRODUCE VISUAL EXPERIENCES THAT  
DAZZLE & SHINE. WE TELL STORIES BY COMBINING LIGHT,  
VIDEO, SOUND, SPECIAL EFFECTS & ARCHITECTURAL ELEMENTS.



Prinsessia Castle  
Plopsaland



BeMine



C-Mine



Multimedia Experience  
The Village Outlet





Genker Ster

Rox, Studio 100

**CUSTOM VIDEO  
& LIGHTING**



Holiday On Ice - Believe

Holographic projection effects for MIA's 2021







Winterglow







Winterglow



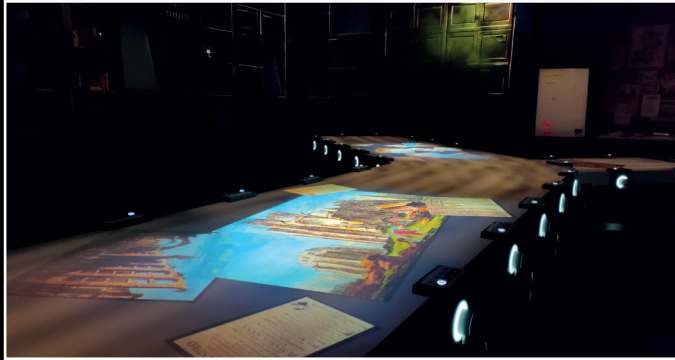
Twilight Land

Concept Stairway To Heaven

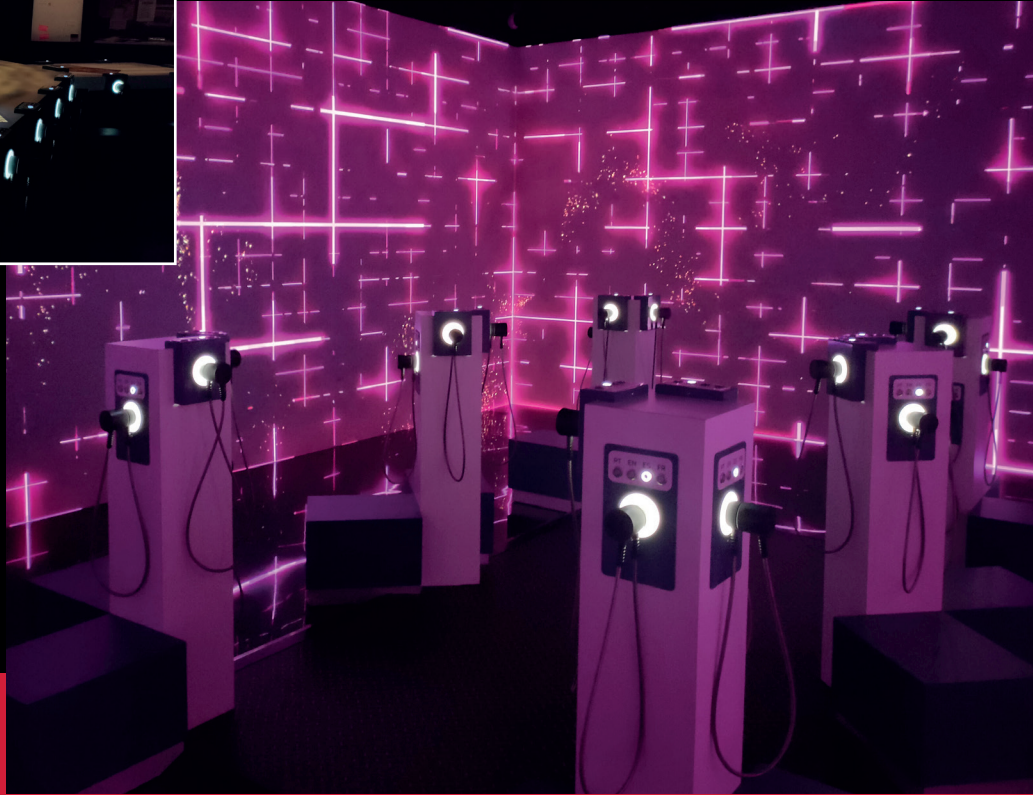
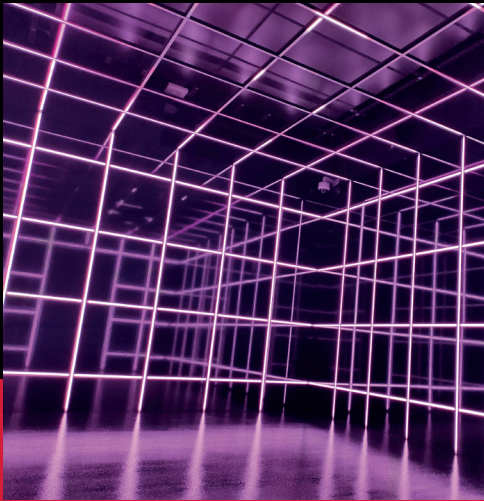


# LIGHT & ART FESTIVALS

# AUDIO VISUAL EXPERIENCES



Quake Lisbon







Comics Station

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**OUR AMBITION IS  
TO CREATE EMOTIONS  
GIVING AUDIENCES AN  
UNFORGETTABLE EXPERIENCE.**



Scream Coaster,  
Holiday Park



DPG Media Studio's



PWC Headquarters



Ghelamco Arena



Bosuil Stadium



# MEDIA FACADES & VIDEO MAPPING

We can give you the solutions, to use your building as a canvas to create an unforgettable experience for your visitors.

OLV-Tower



Hangar 58 Bokrijk



Helene Fourment,  
The Musical





Popcorn Revenge, Walibi

THEA Award Winner, 2019



Heidi Coaster, Plopsaland



THEA Award Winner, 2018

# THEME PARKS

Bazyliśzek Dark Ride, Legandia





Bourla Theatre

The Art Hour



DIVA Diamond Museum

# MUSEUMS



## SHOW LIGHTING & VIDEO DESIGN

Our roots are in show business.  
We can take a lead in creating the lighting and multimedia design of a show to launch a new ride, the grand opening of a zone or any other one-off, special or recurring show.



Niels Destadsbader, Sterker 2021











Wheel of Fortune

Musical for Life



Music Industry Awards 2021



**BROADCAST**



Panasonic Esports, ISE 2020

The Battle





## VIRTUAL PRODUCTIONS & AUGMENTED REALITY



The virtual presence of a live audience simulates the feeling and experience of offline events at online events for all participants. Lively interaction between the audience and presenter or multiple remote keynote speakers are simply arranged in our Virtual Event Studio. It goes beyond traditional green screen recording by adding a high-resolution LED wall and floor as a physical base. This environment is digitally enhanced with augmented reality, custom made to your brand preferences, resulting in higher quality and a more natural engagement for the presenter.







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