

Heineken

Experiencing music beyond hearing it

Original Sound Experiments
for music fans across Asia.

As creative lead, I worked on concept development and production oversight what became one of the world's largest branded music events at the time — Heineken Green Room. We were tasked with transforming the series into a large-scale experience, ultimately toning into a series of 34 events in 17 cities.

- Concept
- Campaigns
- Events & POS
- App development (UI & UX, content)
- Film & Social





CAN YOU SEE MUSIC?

29TH AUGUST . SOUND MUSEUM VISION . TOKYO

DANCE MUSIC LIKE YOU'VE NEVER EXPERIENCED BEFORE.

 HEINEKEN JOIN THE EXPERIMENT WITH THE HEINEKEN #GREENROOM APP TOKYO 001



StarHub 3G5:15 pm51%4

Heineken

RIGHT NOW

MY NIGHT SO FAR

YOUR ENERGY



HEINEKEN MOMENT IN 0:-34

DATA SELFIE

SHARE

SCARNITE



I'LL ATTEND

EVENT DETAIL

ON

DJs

TICKETS

ANGAPORE 01

// WEDNESDAY // 11 MAR 2015 @ 7.00PM

KARTA 01

// WEDNESDAY @ 7.00PM

KARTA 02

KLARENA, THE VENETIAN MACAO

TODAY // 14 MAR 2015 @ 11.00PM

LANGHAI 01



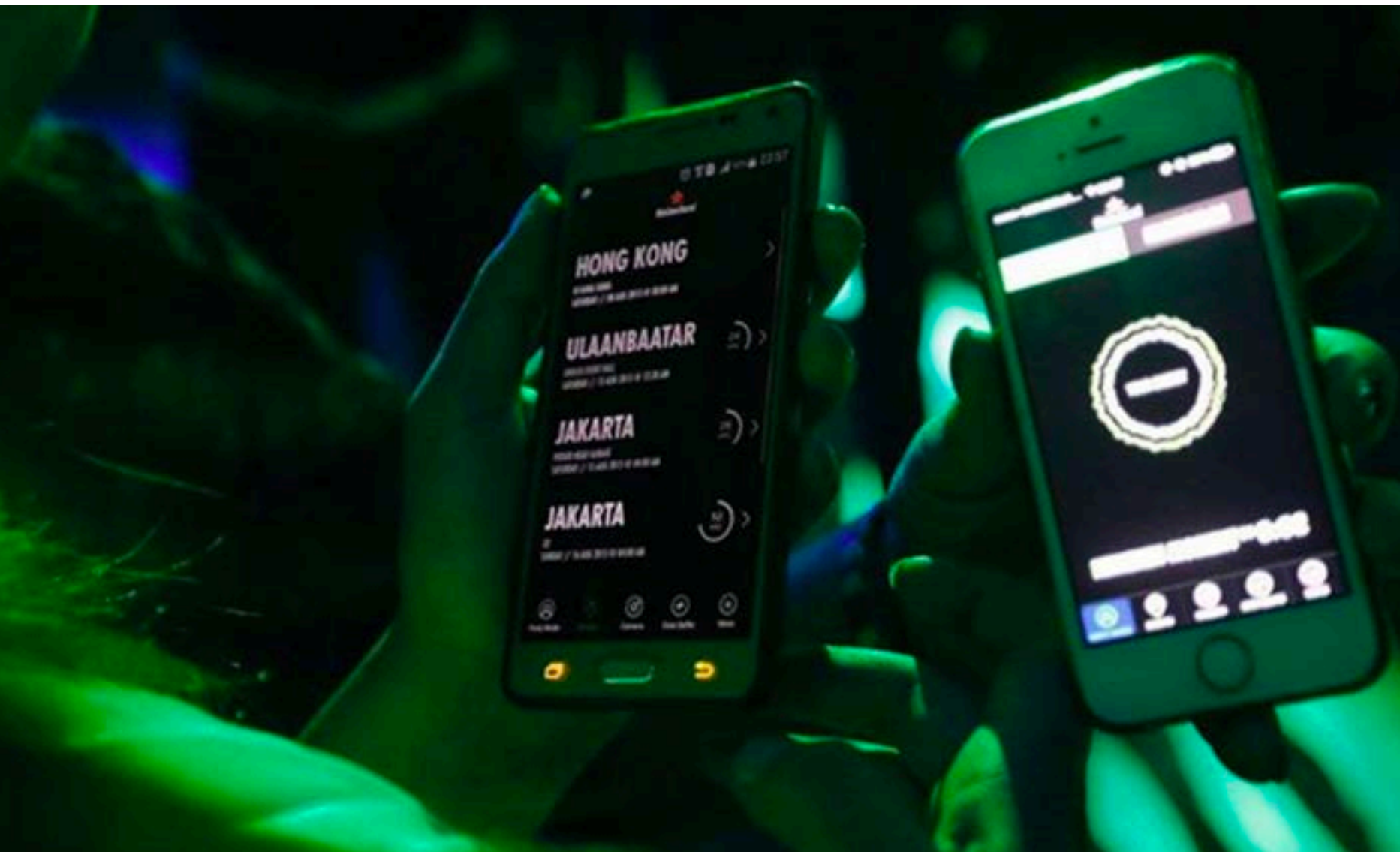
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HEINEKEN / ORIGINAL SOUND EXPERIMENTS / YEAR 1





HEINEKEN / ORIGINAL SOUND EXPERIMENTS / YEAR 2



EST. 1873
Heineken®
GREEN ROOM
#LIVEYOURMUSIC

TOUCH THE
MUSIC

HEINEKEN / ORIGINAL SOUND EXPERIMENTS / YEAR 2

