

Happy YOU

TIME FOR A SELF-LOVE STORY...



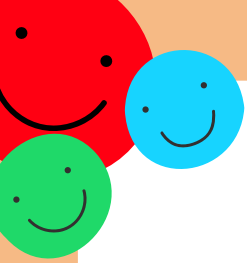
THE EXHIBITION FOR AN EXTRA PORTION OF HAPPINESS:

All the things, that make us happy...

- **8 Happy-Areas** with following happiness themes:
 - ~ interpersonal relationships
 - ~ being active & movement
 - ~ laughter
 - ~ rest & relaxation
 - ~ space for emotions
 - ~ dreaming
 - ~ colours
 - ~ gratitude
- Each theme is represented with up to three activities.
- **A 3 x 3 m cubus** is the basic element of each happy-area.
- Incorporation of **colour psychology**: each happy-area has a different colour theme (+corresponding explanation)
- **Scientific input**: explanation in each happy-area as to why we need the respective factors to be happy.
- Happy-**decorations** to match each zone with
 - ~ floor stickers
 - ~ decorative plants
 - ~ 3D lightning elements
- **Wallstickers** with happy-messages for an extra dose of happiness even before the exhibition.



Area images are AI-generated mood images.
The layout of the actual areas may vary;



Happy-Areas

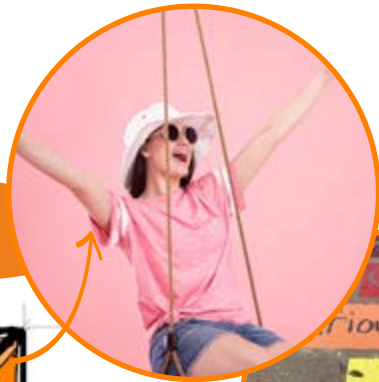
BEING ACTIVE & MOVEMENT

Contents of the area:

- Cubus: „Enough now - **I'm going on a swing!**“ - Swing to let your mind wander
- **Playing** frees you from worries - TicTacToe XXL
- **Jump** for joy - the positivity-jumping game

Colour psychology:

- **Orange** symbolises energy & joy of life



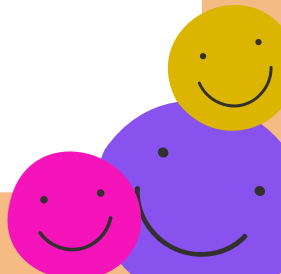
LAUGHTER

Contents of the area:

- Cubus: „Enjoy **funny moments**“ - screen with funny videos to make you smile and laugh out loud
- **Jokes** & funny stories, fun-facts & nonsense automatically pull the corners of the mouth upwards.
- „Seeing yourself differently“ - distorted perception that makes you laugh at yourself in this **hall of mirrors**.

Colour psychology:

- **Yellow** is the colour of the sun and symbolises a good mood, creativity and cheerfulness.



Happy-Areas

DREAMING

Contents of the area:

- Cubus: „Bathing in a **shower of money**“ - financial independence is seen as a happiness factor by many..
- „The **Winner** takes it all“ - a photo on the winner's podium causes happiness and makes us feel fantastic.
- „Spread your wings and fly“ - at this photo-wall you give yourself **wings**.

Colour psychology:

- Purple has a calming and meditative effect on our mind and provides mental balance.



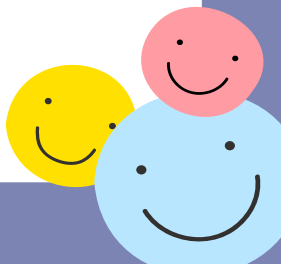
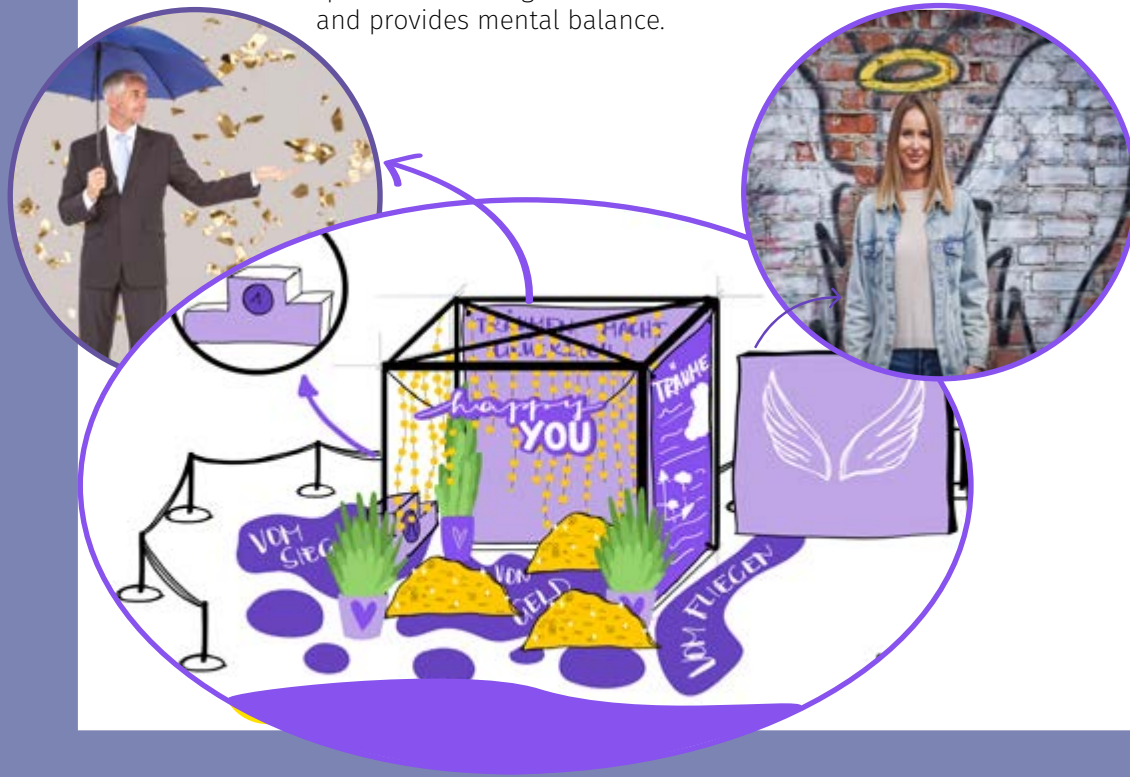
REST & RELAXATION

Contents of the area:

- Cubus: „**Sun, sand & sea**“ - take a seat in a deckchair, feel the sand under your feet, enjoy the 'sun' from above and savour a moment of time-out to the sound of the sea.
- **Music** makes your soul dance - sound tubes that play different styles of music at the touch of a button provide moments of relaxation.
- „**Immerse yourself in nature**“ - close your eyes, enjoy the scents and escape from everyday life

Colour psychology:

- Blue symbolises inner peace & contentment.



Happy-Areas

INTERNAL RELATIONSHIPS

Contents of the area:

- Kubus: „**Kiss-Hug-Love“-Point**“ - sit down, let your heart beat faster and capture the moment with a selfie.
- Make new friends - 2 hands for **new relationships**
- **Cheers to friendship** - „What makes friends special“ - board

Colour psychology:

- **Red** symbolises love, passion and stehngth.



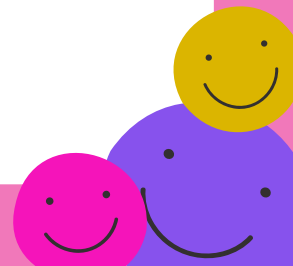
SPACE FOR EMOTION

Contents of the area:

- Cubus: „Anger in here“ - **punching bag**;
- **Emoji-moodboard**: show us how you're feeling and get the right message for your current mood.
- **Screaming booth**: let it all out as loud as you like to.

Colour psychology:

- **Pink** symbolises joy of life, reinforces all positive feelings and calms aggression and violence.





Happy-Areas

COLOURS

Contents of the area:

- Cubus: **Colour therapy** for you - you choose which colour you need at the moment.
- „**Colour me wall**“ - to the brushes, get set, go!
- **Rose-coloured glasses** - one look through them and everything looks more colourful.

Colour psychology:

- **Colourfulness** stands for life itself, exuberance and joy.



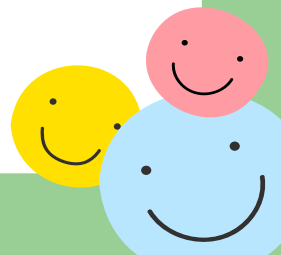
GRATITUDE

Contents of the area:

- Cubus: „Stand here and **think of a loved one**“ - point
- **Gratitude-wheel of fortune**: spin and think back to beautiful moments.
- „**What's important to you**“-wall: write on it and realise what matters in life.

Colour psychology:

- **Green** symbolises hope and harmony.



FOR EXTRA PORTION HAPPYNESS IN YOUR WHOLE LOCATION :

Happy-Wallsticker

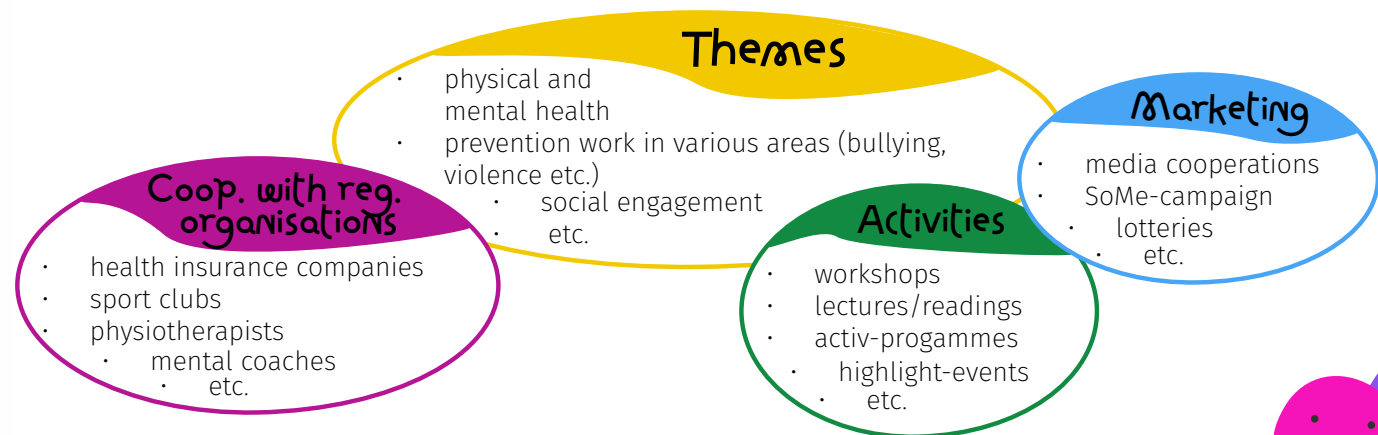
In order to convey positive messages to your customers even before the start of the exhibition, we will send you a sheet of wall stickers approx. 2 weeks before the start. On the stickers you will find various happy statements that you can distribute in your location. In this way, the exhibition will put a smile on your customers' faces in advance.



YOU WANT MORE (FREQUENCY)?

Happy-Campaign Idea

Position your company sustainably and utilise the Happy You theme within a focus campaign:



Not HAPPY enough yet?

THEN THERE ARE PLENTY MORE EXHIBITIONS
WITH THE EXTRA WOW-FACTOR!



TREEXHIBITION

Learn from forest -
act for climate!



MISSION OCEAN

From Waste to Wonder



MISSION CUBES

Mobile Escape Games



BODYPAINTING- ART



BEEEXHIBITION

Little buzzing heros



THE MYSTIC AGE OF DRAGONS



AFRICA'S BIG 5

Discover your inner wild animal!

AMAZIBITION

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