



¡ÁNIMO! — GET READY!

After a chaotic year, the people of Euronics craved a party like no other—wild, unforgettable, and completely out of the ordinary. Our challenge? Deliver a high-production experience that would blow their minds and make them forget everyday life.

This wasn't just another event—it was a tailor-made spectacle using AI magic with the fiery soul of Mexico. **Welcome to Ai-Ai Amor!**

¡ÉCHALE GANAS! — GIVE IT YOUR ALL!

We transformed a nostalgic sports hall into a **vibrant Mexican paradise**, where guests danced, celebrated, and embraced the fiesta spirit. AI technology and LED projections bathed the space in vivid colors, setting the stage for a night full of **Mexican drama**.

¡QUE COMIENCE EL DESMADRE! — LET THE CHAOS BEGIN!

The venue was divided into two spaces, the second hidden for a **jaw-dropping reveal**. The first room pulsed with energy—AI-generated photo booths, tarot readings, poker games, and bartenders in bold Mexican personas.

As curiosity peaked, lights flickered and our hosts appeared on giant screen, signaling: "The grand reveal is about to begin." Fabric lifted, revealing a feast hall with a full-wall LED screen and Siesta tables, inviting colleagues to share food and celebrate.

¡QUE NO PARE LA FIESTA! — LET THE PARTY NEVER STOP!

The night exploded with Mexican art and culture. 30 performers—dancers, singers, and musicians—brought the energy to life. An AI-driven award show featured custom-generated artwork and telenovela-style videos. From fiery music to a Babylon-style dance show, the CEO flying down with the moon, every moment was packed with stunning visuals, and breathtaking lighting.

No väga hot on!

¡ESTO SÍ QUE DEJÓ HUELLA! — THIS LEFT A MARK!

No shocker here—96.1% of guests gave it a perfect "5", the highest score in years.

At the end of the day, our mission was clear: **deliver a high-production fiesta where Euronics could let go and celebrate. And we did exactly that.**