

A

of

journey

silence



THE GOAL

The goal was to introduce both Estonia and the new **Silen Space Gen 2** series to various resellers and clients all across the world, from Scandinavia to the States to Asia and beyond.

THE SOLUTION

Create a production narrative that ties in the keyword of “**taste of Estonia**” and the values that Silen as a brand stands for.

THE CREATIVE

We crafted “A Journey of Silence,” a six-chapter experience to unveil the new product generation.

THE RESULTS

The results exceeded all expectations. By the next morning, **over 50 pods** had already been pre-ordered. The event delivered a high ROI and received a **4.9 out of 5** in the post-event feedback survey.

“I really liked how structured the program was. It clearly conveyed the message Silen wanted to share!”

THE LEAD IDEA

In Estonia, silence isn't empty. It's alive.

THE CHAPTERS

The journey unfolded in six distinctive chapters:

Ultimate two-way privacy – From the bus to a candlelit walk at the Arvo Pärt Centre, guided by his music.

The pursuit of quality – A first close look at the craftsmanship of Silen Space 2.0.

The art of design – A library talk with Silen's lead designer.

Comfort perfected – A personal, multi-sensory tasting and listening experience with silent headphones.

Sustainability: crafted to last – Local Estonian flavours by Tõnis Saar.

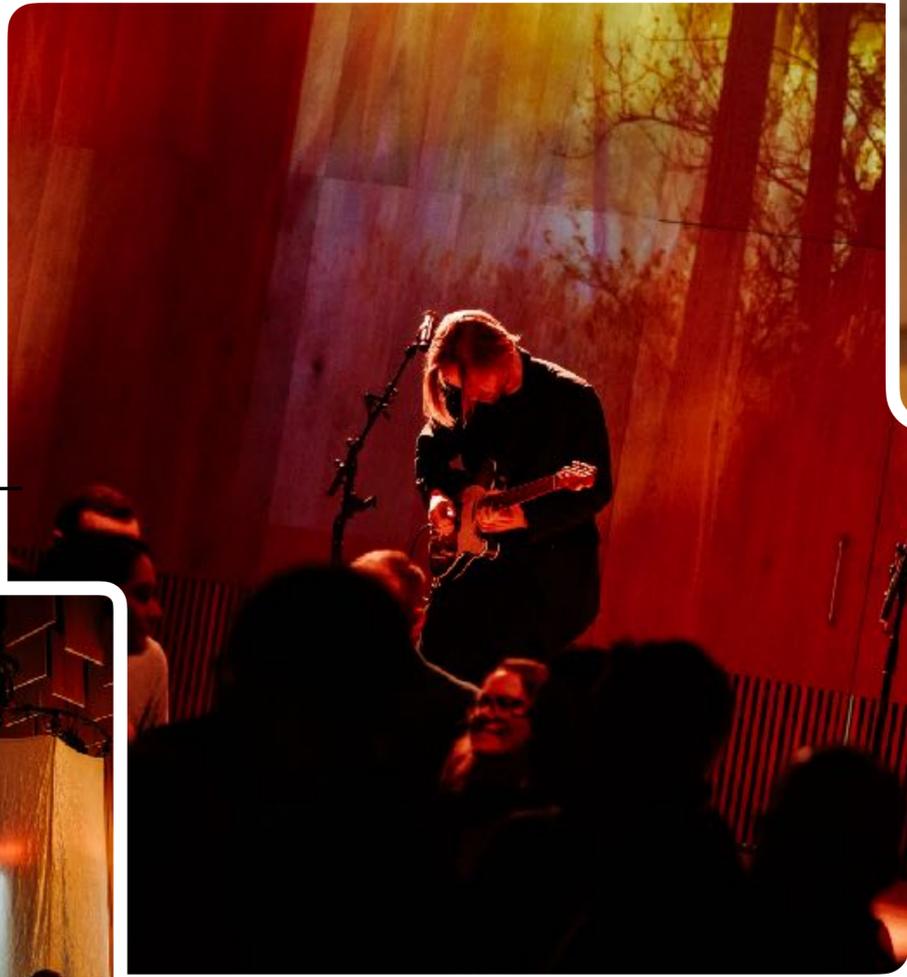
Ultimate flexibility – An installation.



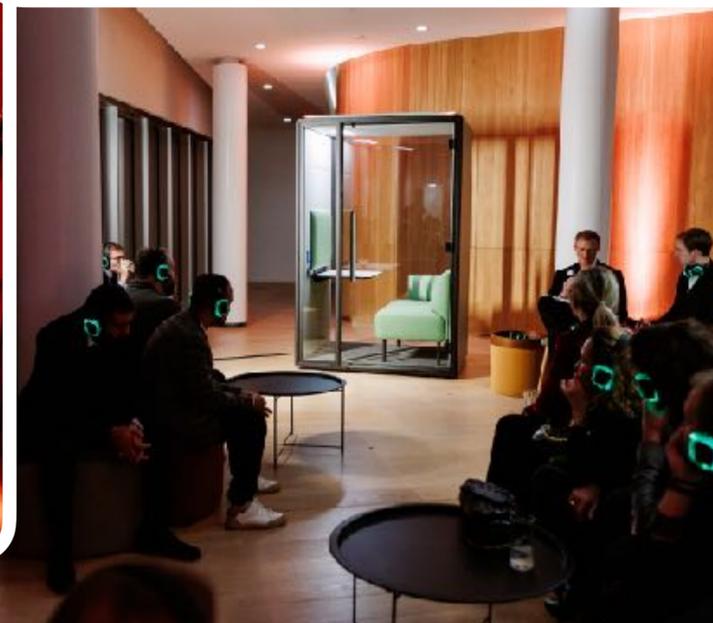
Chapter 1:
**Ultimate two-way
privacy**



Chapter 2
**The pursuit of
quality**



Chapter 4:
Comfort perfected



Chapter 3: **The art
of design**



Chapter 5:
**Crafted to
last**



Chapter 6:
**Ultimate
flexibility**



THE FEEDBACK

 **Martin Kull**  · 2nd
Chief Commercial Officer at Silen
[Visit my website](#)
2mo · Edited · 

Shhh... something is happening.



 Mariann Pihlap and 99 others

 **Anamaria S.**  · 3rd+
Partner at HTO ARCHITECTURE
5h · 

I had the pleasure of attending the launch of SILEN's new product, hosted in the extraordinary setting of the Arvo Pärt Centre in Laulasmaa!

The location was perfectly chosen to reflect the simplicity and minimalist design of the new booth. We're excited to soon present all the innovations it brings.

Until then, enjoy the elegance and minimalism of this centre — a space where simplicity becomes essence and architecture breathes tranquility.

[#Silen](#) [#ProductLaunch](#) [#Innovation](#) [#AcousticBooths](#) [#ArvoPart](#)



Arvo Pärt Centre by Nieto Sobejano
Arquitectos is surrounded by Estonian forest
[dczcon.com](#)

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Welcome to the
Exclusive First Look at
Silen Space Gen 2!



 **Klickbara rum**
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A truly magnificent evening with **Silen**.
Det känns faktiskt som början på en ny era.

När man står mitt i Arvo Pärt Keskus, omgiven av skog, ljud, ljus och människor som brinner för sitt hantverk, blir det tydligt varför Silen är något alldeles eget. Här handlar allt om utveckling som bygger på feedback, tillit och en kompromisslös strävan efter något bättre.

Simplicity is the highest form of perfection.
Och Silen visar gång på gång att kvalitet in
upplevelse.

Tack **Martin Kull**, teamet på **Silen** och alla
2 för en kväll som satte tonen för framtiden
Det här är bara början.
This is the new era.

 **Beleco**
1mo · 

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Last week, our colleagues **Louise Alcut** and **Sebastian Rudenstam** had the opportunity to join **Silen's** global VIP event in Tallinn for an exclusive and unforgettable evening

They were invited to take part in a secret launch event. While we can't reveal the upcoming innovation just yet, we can say this: what **Silen** is preparing is not just an evolution, but a revolution.

Hosted in the deep forest of Tallinn, the event gathered partners from across the world for an evening of connection, inspiration, and a first glimpse into the future of Silen.

A huge thank you to **Silen** for the warm hospitality and for including **Beleco** in this milestone moment.

[#Beleco](#) [#event](#) [#Silen](#)



 **Beleco**
1mo · 

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Last week, our colleagues **Louise Alcut** and **Sebastian Rudenstam** had the opportunity to join **Silen's** global VIP event in Tallinn for... more

 Mariann Pihlap and ... 2 comments · 3 reposts

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 **Louise Alcut** · 2nd
Operations Manager at Oiless
Thank you for a great evening and a nice visit to Tallinn **Silen** 
Like  1 | Reply 1

 **Mariann Pihlap** · 1st
Head of Partner Relations at Silen
Thank you so much for these kind words 
It was a true pleasure to welcome you **Louise Alcut** and **Sebastian Rudenstam** in Tallinn and to... more
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:tLaunch