



COMPANY PROFILE

Creative Studio

ABOUT US

HYPE Creative Studio, a subsidiary of Milbes and Eid Creative Consultants, is a Jordanian creative consulting firm specialized in designing and providing turnkey solutions for non-permanent art and business installations, serving clients in the region.

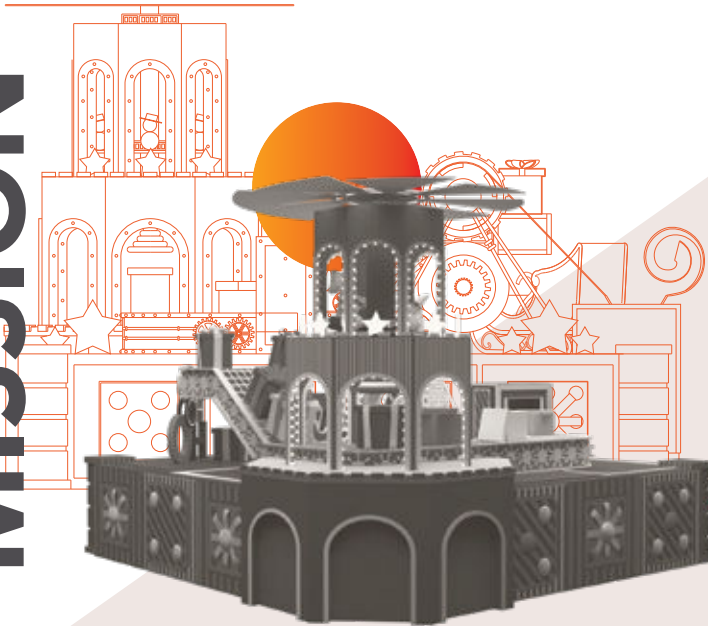
We deliver high quality, innovative, and interactive non-permanent installations leading to positive impact on the consumer, the business, and the brand. Our aim is to create memorable experiences for our clients and their customers by bringing excitement and fantasy to the retail industry. Creativity, quality, and excellence are the trademark of any project we undertake.

Our design and fabrication services cover indoor and outdoor non-permanent art installations and activations, booths and kiosks, exhibitions and conferences, and window displays among others.

We provide our clients with a comprehensive service journey, from concept development, design, fabrication, installation, activation, and maintenance, to dismantling and storage.

HYPE runs its own manufacturing and fabrication house using advanced machinery and equipment, with a full production line that includes carpentry, painting, steel shaping, and electricity-supported elements.

MISSION



Delivering high quality, interactive non-permanent installations leading to positive impact on the consumer, the business, and the brand.

VISION



Becoming a regional leader in providing turnkey solutions for non-permanent installations.

VALUES



EXCELLENCE

Quality and attention to detail are our trademarks. Quality is how we ensure that our work creates meaning and value for our clients.

CREATIVITY

We turn our clients' dreams into reality. Our strength lies in our ability to create something unimagined and captivating.

SUSTAINABILITY

We give highest consideration to economic, social, and environmental elements of our work, and integrate recycling regularly into our production.

INNOVATION

Tapping unfamiliar territories is what excites us the most. We are in our flow when we innovate and create unprecedented design concepts and themes.

TEAMWORK

Our talented team forms the foundation of our success. They are our biggest asset, and we collaborate to build our success story together.

PARTNERSHIPS

We believe in creating sustainable positive impact on our community and we can only do that through building strong partnerships that have the power to transform.

SERVICES

HYPE manages the entire creative production process for its clients, offering a comprehensive service cycle and following a project management approach.

To be able to serve our clients in a meaningful way, we always begin our collaboration by obtaining a full grasp of their goals, expectations, target audience, and business objectives. We thoroughly include our clients in the production process and ensure their expectations are realized.

We also advise our clients on how to integrate our creative installations with their marketing strategies.

01
CREATIVE CONCEPT DEVELOPMENT

02
DESIGN

03
FABRICATION

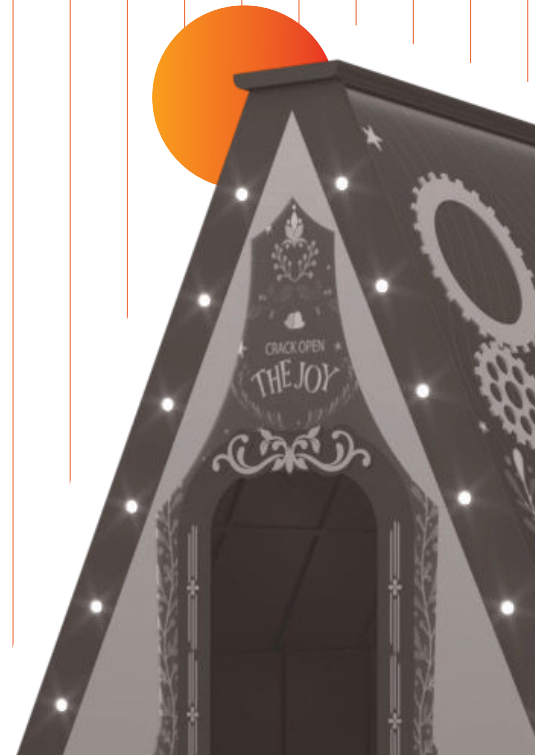
04
WRAPPING & PACKAGING

05
SITE WORK & INSTALLATION

06
ACTIVATION

07
MAINTENANCE

08
DISMANTLING & STORAGE



PRODUCTS

01

Seasonal
Installations
& Activations



02

Booths &
Business
Installations



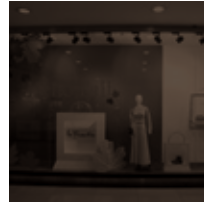
03

Exhibitions &
Conferences

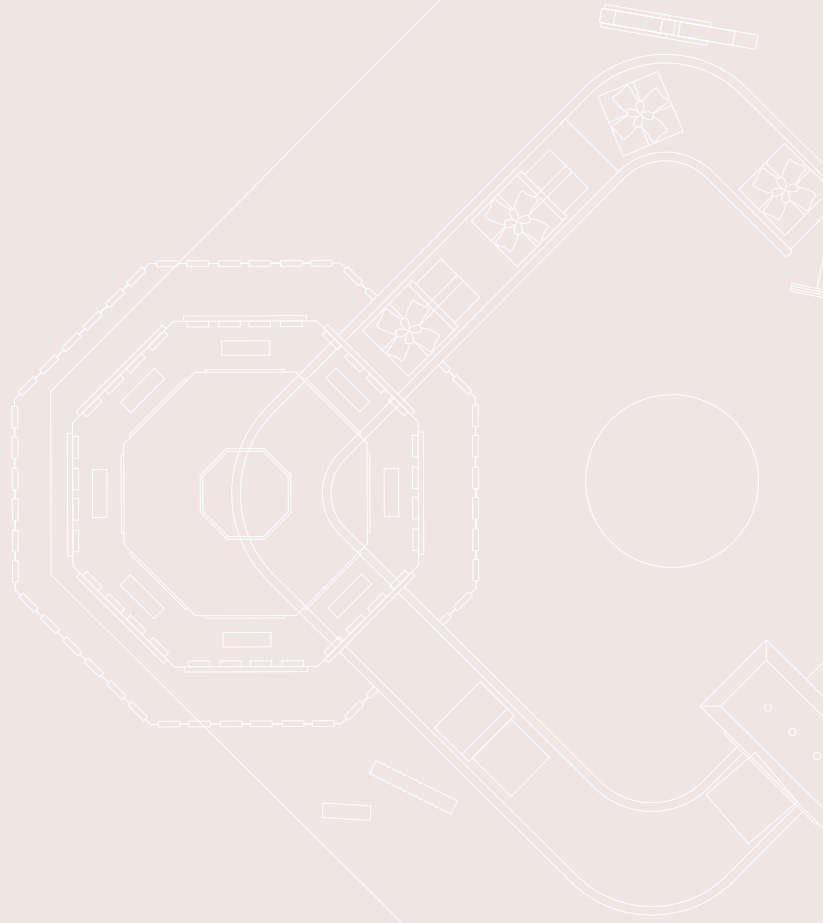


04

Retail Window
Display



SEASONAL INSTALLATIONS & ACTIVATIONS



01

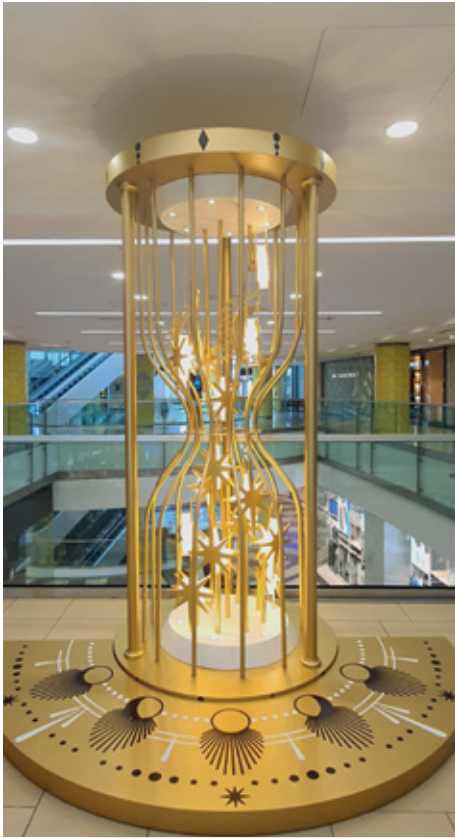
VALENTINE'S DAY - City Mall



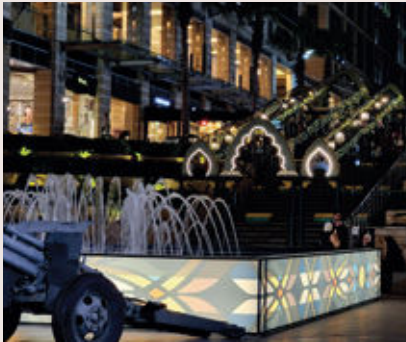
SPRING - City Mall



RAMADAN - Taj Mall



RAMADAN - The Boulevard



SUMMER - Taj Mall



SUMMER - City Mall



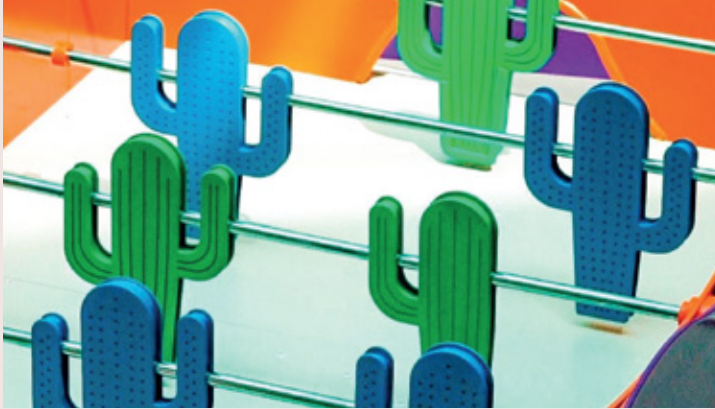
CHRISTMAS - City Mall



CHRISTMAS - The Boulevard



ACTIVATIONS



ACTIVATIONS



BOOTHS & BUSINESS INSTALLATIONS

02

The background features a faint, white line-art illustration of a booth layout. It shows various rectangular and rounded rectangular shapes, some with internal grid lines, representing the structure of a trade show booth. The lines are thin and light, creating a subtle architectural backdrop.

BOOTH - Reflect



BOOTH - DAMAMAX



BUSINESS INSTALLATIONS



EXHIBITIONS & CONFERENCES

03

A decorative laurel wreath graphic, rendered in a light beige color, arches across the bottom of the page. It consists of two branches of leaves, one on the left and one on the right, meeting at the bottom center. The leaves are stylized and layered, creating a sense of depth and texture.



Exhibitions & Conferences - AIDTSEC



RETAIL WINDOW DISPLAY



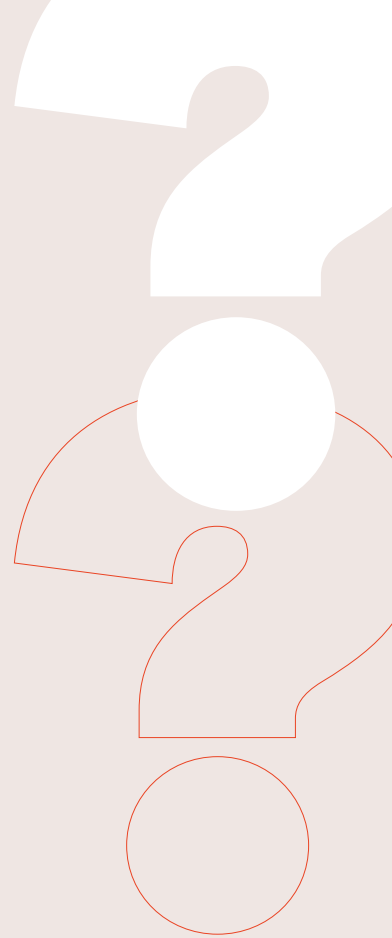
SUM
Street
MGR

Retail Window Display



DO YOU NEED MORE?

WE CAN DESIGN AND FABRICATE ANY
CONCEPT YOU WISH TO SEE A REALITY.



FABRICATION

Al Mashghal is the executive arm of HYPE and caters to all its manufacturing and fabrication needs.

It is equipped with advanced machinery and fabricates using diverse materials, including steel, wood, fiberglass, polystyrene, plastic, and paint. Our production is characterized by being artistic, vibrant, and of highest quality. Moreover, we conduct thorough assessments and apply strict measures to ensure our installations are safe and durable.

At Al Mashghal, we aim to help each client create exceptional installations that are tailor-made for their brand and space requirements, and endeavor to attract and retain their target audience.



WHAT MAKES US UNIQUE

01

We enrich the interactive physical art-based entertainment industry and art-based cultural scene in Jordan and the region.

02

We contribute to a green economy through art recycling and energy- saving practices.

03

We elevate the customer awareness and experience of non-permanent art installations.

04

We facilitate experiential consumer-centric retail and business services.

05

We improve the quality of life through art-based recreation.

OUR CLIENTS

Our clients are our partners and we strive to assist them in meeting their needs and desires, enriching their customer experience, and achieving their business growth goals.

Our clients include malls and recreation centers, banks, automobile companies, large establishments, retail shops, and tech companies.






WHAT OUR CLIENTS SAY

What I love about HYPE team is that they are always exploring new concepts and ideas, and they work with their clients as partners.

**Zena Al Teher, City Mall Marketing and
Customer Experience Manager**





Manal and HYPE team are very keen on crafting and creating a whole intertwined and engaging experience from A to Z where attention to detail is up to the highest level. The managing team are very professional, honest, transparent, and on top of every task, which was a great relief to us during a very busy season.


Zaina Al Masri, Taj Mall Marketing and Customer Care Manager

I highly recommend working with HYPE Team, simply they are professional, on time, always offering creative concepts and the most important thing is that they read the brief very well and always match the client's expectations. Wishing them all the best and to keep up the great work.

Sarah Nababteh, Bab Al Madineh Marketing Manager

We developed a great relationship with HYPE. We always appreciate all their hard work, attention to detail, and creative approach in bringing The Boulevard's events to life.

Zain Sheikh, Boulevard Marketing Executive



MEET THE TEAM



Manal Milbes
Founder & CEO



Anwar Aqarbeh
Finance Director



Linda Khirfan
Creative Director



Fatima Al-Douri
Project Manager



Ayman Abu Khalifeh
Production Manager

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HYPE
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