

Production & Experience Design

MEDIA KIT 2025 - 2026

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+12,000 monthly impressions, worldwide inquiries, fluent English & Spanish



We don't follow templates.
We build them — with light, sound, and a bit of chaos.

[SUGARFOREVENTS.COM](https://sugarforevents.com)

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THE ART OF CELEBRATION

*Each event is a canvas — we paint
it with sound, light, and emotion.*

WE BELIEVE THAT AN EVENT IS NOT JUST SOMETHING YOU ATTEND
— IT'S SOMETHING YOU FEEL.

EVERY PROJECT BEGINS WITH A BLANK SPACE AND A SINGLE IDEA:
TO CREATE AN ATMOSPHERE THAT LEAVES A MARK.

OUR WORK COMBINES CREATIVE INTUITION AND TECHNICAL CRAFT
TO SHAPE EXPERIENCES THAT FEEL ALIVE, CINEMATIC, AND
EFFORTLESSLY HUMAN.

FROM ROOFTOPS AND GARDENS TO HIDDEN VILLAS AND URBAN
VENUES, WE DESIGN EACH ENVIRONMENT AS A STAGE WHERE
EMOTION, LIGHT, AND SOUND TELL THE STORY.

[VISITA LA WEB](#)



3. THE AGENCY

Sugar for Events is a creative production house based in Barcelona, shaping experiences that merge beauty, precision, and purpose. Our work spans from corporate gatherings and brand activations to private celebrations and cultural festivals — always guided by the same principle: to turn imagination into tangible emotion.

We see each project as a dialogue between creativity and structure.

Our team of designers, producers, and technicians translates concepts into real spaces, blending light, sound, scenography, and storytelling into a seamless whole.

Whether we're collaborating with brands, venues, or wedding planners, our approach remains the same: clarity in vision, excellence in execution, and emotion in every detail.



4. OUR SERVICES

What we do — end-to-end creative production

We design and produce experiences that feel effortless and look iconic. From the first idea to the last cue, our team blends creative direction with technical precision—lighting, sound, scenic, content, logistics—so every moment lands with clarity and emotion. We collaborate seamlessly with brands, venues, and wedding planners to bring a single, coherent vision to life.



Corporate Events

- From strategy to atmosphere. Board dinners, summits, offsites, brand launches.
- Creative & experience design
 - Lighting & sound direction
 - Scenic build & room flows
 - Live media capture & rapid edits



Private Celebrations

- Intimate, elevated, unforgettable. Signature birthdays, milestone dinners, destination hosts.
- Concept & mood curation
 - Immersive lighting & music design
 - Table scenography & guest journey
 - Discreet production & timing control



Brand Experiences

- Make the story tangible. Pop-ups, activations, press moments, content-driven sets.
- Narrative & touchpoint design
 - Interactive/scenic installations
 - Show calling & run-of-show
 - Social-ready content on site



Festivals

- Precision at scale. Stages, hospitality, VIP areas, artist experience.
- Stage lighting & system engineering
 - Audio coverage & show control
 - Backstage & artist flows
 - Technical advancing & safety coordination

5. EXPERIENCE DESIGN

From concept to emotion.

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Every event starts with an idea — a spark, a mood, a message to be felt.

Our job is to give that idea a physical form: to build an atmosphere where people connect, feel, and remember.

We treat each project as a creative journey, where design, production, and storytelling move together.

The process begins with a conversation and evolves through moodboards, spatial design, lighting concepts, and curated details that shape the experience.

Behind the scenes, our technical and creative teams work as one: engineers, designers, and show directors aligning every light cue, every sound, every transition.

The result is not just an event — it’s an emotion built with precision.



6.1 CASE STUDIES

CASE STUDY 01 — CORPORATE

Avanta Salud — Corporate Dinner & Afterwork
Healthy energy meets experience design.

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A corporate celebration designed to blend wellness, creativity, and connection. We transformed a modern venue into a living set — integrating warm lighting, curated gastronomy, and live content direction. The evening evolved from a formal dinner into an immersive afterwork, where every cue and color reinforced the brand’s values of balance and vitality.

- Highlights:
- 100 guests — corporate offsite
 - Full production: sound, light, decor, media
 - Show flow design & technical direction
 - Custom dinner scenography



Need technical support for your next event?
Send us your request via contact form or WhatsApp.

LET'S CREATE

6.1 CASE STUDIES

“The Flow”



 Morning Energy — 09:30

Arrival through a sunlit terrace. Wooden textures, linen tables, citrus scent in the air. Soft chill music & aroma diffusion welcome guests into balance.

 Workshops in Motion — 10:30

Three rooms, three energies. Breathwork, mindfulness & gamified learning under warm light.
Subtle aromatherapy and natural plants enhance focus.

CASE STUDY 01 — CORPORATE

Avanta Salud — Corporate Dinner & Afterwork
Healthy energy meets experience design.



 Lunch Show — 13:30

Healthy lunch meets live art: electric violinist & DJ lounge under golden beams.
Beams angled from the floor, crossing the space with slow amber movement.



 Tardeo Lounge — 15:30

Soft lights fade into rhythm. Deep house sets & elegant motion lighting, never club — always flow.
Warm strobes pulse gently, synchronised via DMX in amber tones.

6.2 CASE STUDIES

CASE STUDY 02 — PRIVATE

50th Birthday at Cavas Vilarnau
An immersive dinner inside a Catalan winery.

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Inside the historic Cavas Vilarnau, we created a one-night experience merging fine dining, performance, and light. The dinner unfolded in three acts — cocktail, dinner, and celebration — each defined by a distinct mood, music, and lighting palette. Every table was designed as part of the scenography, turning the room into a cinematic stage of gold and reflection.

- Highlights:
- 80 guests — private celebration
 - Scenic lighting design & live show control
 - Custom dinner setup & art direction
 - Technical coordination + live content



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LET'S CREATE

6.2 CASE STUDIES

“The Flow”



🍷 Arrival & Winery Tour — 19:00
Guests are welcomed with a glass of cava and a small handcrafted gift — the beginning of a quiet journey through the cellar’s golden corridors.
Ambient sound and warm floor lighting guide the group, revealing the textures of the winery like a scene from a film.
Every reflection and echo carefully designed to build expectation before dinner.

CASE STUDY 02 — PRIVATE

50th Birthday at Cavas Vilarnau *An immersive dinner inside a Catalan winery.*



🎵 The Golden Dinner & Show — 20:30
Round tables dressed in linen and candlelight fill the hall, surrounded by soft beams rising from the floor.
Between courses, a live performance inspired by Tina Turner electrifies the atmosphere — elegant, playful, unforgettable.
Lighting transitions from amber to gold as laughter blends with music, turning the dinner into a living scene.



🎂 The Celebration — 22:30
Dinner fades into rhythm; a saxophonist joins the DJ as guests gather around the cake.
Beams sweep softly across the room, highlighting smiles, movement, and the sparkle of cava in every glass.
The moment the candles are blown, the entire cellar glows — a perfect mix of intimacy and spectacle.

6.3 CASE STUDIES

CASE STUDY 03 — BRAND EXPERIENCE

The Rooftop Recreation

A private sunset turned into a city-wide show.

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Somewhere above Barcelona, a rooftop became a stage.

What started as an intimate sunset gathering evolved into a full-scale visual performance visible from the streets below. As golden hour faded, the city itself became part of the audience — people stopping on sidewalks, filming the light show reflecting on nearby buildings.

A live DJ set, custom lighting sequences, and a drone choreography above the skyline transformed a private celebration into an urban spectacle — half secret, half legend.



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6.3 CASE STUDIES

“The Flow”



Golden Hour Aperitif — 17:00

The terrace comes alive as the sun drops — L-shaped layout, lounge furniture, and Aperol with cava in every hand.

Beams of warm light bounce off glass façades while slow house music sets the rhythm of the evening.

Guests mingle between citrus-toned tables, soft fabrics, and curated details designed to catch the last light of the day.

CASE STUDY 03 — BRAND EXPERIENCE

The Rooftop Recreation

A private sunset turned into a city-wide show.



Dinner & City Glow — 20:00

As daylight fades, the terrace transforms into an open-air restaurant.

Round tables under amber lighting, linen textures, and floral minimalism create a calm contrast to the earlier energy.

Each light cue synced with the soundtrack — subtle transitions guiding the dinner through laughter, flavor, and rhythm.



Afterglow & Jazz — 21:30

The night slows down into an intimate celebration.

A live jazz singer replaces the DJ; beams dim to soft gold while the birthday cake takes the spotlight.

Laughter, whispers, and candlelight — a closing act of warmth and elegance before the city falls silent again.



7. TECHNICAL PRODUCTION

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Our technical production transforms creative concepts into real, tangible experiences.

From light and sound to media and scenic design, every detail is engineered in-house to achieve a perfect balance between precision and emotion.

We approach production like design — carefully composed, flawlessly timed, and built to enhance the story behind every event.

The beauty is in the balance: technical mastery that never overshadows the feeling, but amplifies it.

*The Art of Creative Production in
Barcelona & Beyond*



Sound

High-fidelity systems and live mixing for any scale.

We make silence sound as good as music.



Media

Cinematic storytelling and real-time edits.

Because moments deserve to be remembered beautifully.



Light

DMX-programmed atmospheres that move with the rhythm.

Every light tells a story.



Scenic

Custom-built structures and artistic sets.

We don't decorate — we design emotion.

8. BESPOKE PRODUCTION

Every experience starts from scratch.

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No two events are ever the same.

We design and produce each project from the ground up — tailored to your story, your space, and your people.

Our process is collaborative, transparent, and precise.

From the first conversation to the last cue, we align creativity and production to deliver experiences that feel effortless and unforgettable.



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LET'S CREATE

9. CLIENTS & COLLABORATIONS

Trusted by brands, venues, and creative partners worldwide.

SEPHORA



VOGUE

PORSCHE



We’ve had the privilege to collaborate with visionary brands, planners, and spaces that share our passion for design and experience.

Each collaboration is a partnership — built on trust, precision, and shared creativity.



10. CONTACT



*The Art of Creative Production in
Barcelona & Beyond*

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Let's Create Something Extraordinary
Barcelona-based. Worldwide mindset.



For collaborations, proposals, or technical inquiries, reach out directly:

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Or simply say hi on WhatsApp — we usually reply faster than your coffee cools down. ☕

WHATSAPP

