



MASTERING THE ART OF LIGHT AND MULTIMEDIA



**Without light
no atmosphere
no experience
no story**

Since 1999, LUC PEUMANS and his Painting with Light team create unique visual experiences with lighting & multimedia technologies for entertainment and leisure markets.

Having worked globally on more than 5500 shows while over 17 million visitors experienced our work we celebrate our 25th anniversary.



WE CREATE UNIQUE VISUAL EXPERIENCES WITH STATE-OF-THE-ART LIGHTING & MEDIA TECHNOLOGIES FOR THE LEISURE AND ENTERTAINMENT INDUSTRY

WHY

We are passionate about creating emotional and unforgettable memories for your audience and make them cheer, smile and cry. We believe in creating a more attractive world full of joy and happiness. We want to challenge the limits to help you tell your story.

HOW

We use lighting and multi-media to transform environments, connect people and evoke emotions. We mix creativity and innovative lighting and cutting-edge multi-media technology to design visual experiences but story is king!

WHAT

We create lighting designs and AV-solutions. We provide technical and creative project management. We are system integrators and program complex lighting and AV-show control systems. We design and build complete visual experiences and provide full service and maintenance.

FOR WHOM

Decision makers in Location Based Entertainment: theme parks, museums, hotels, architecture, retailtainment, art installations, light festivals, sports venues, bowling, family entertainment centers, ...

Decision makers in Live Entertainment : musicals, theatre, concerts, broadcast, e-sport shows, live ceremonies and corporate events

BY WHO

Award winning Lighting & Multimedia Design Studio with HQ in Belgium and a Middle-East branch in Riyadh. With a team of 20+ professional and passionate lighting and multimedia experts



WE DISTINGUISH 2 DIVISIONS

with a standardized workflow

Leisure Projects



The customer is looking for compelling and unforgettable visual experiences within their location based entertainment.

A theatrical and experience driven approach is required in order to achieve the desired results.

Live Entertainment



The customer is looking to create an immersive story and unique experience for their live event and need a creative visual boost.

End-to-end design, production and execution of lighting and multimedia experiences is needed.

Concept Design

Schematic Design

Technical Design

Implementation

Service



our workflow explained



BRAND VALUES ...



MULTI DISCIPLINARY



INNOVATION and
TECHNOLOGY is key



we show WHAT WE DO
we do WHAT WE SHOW



PRODUCT LEADERSHIP
WE EXCEED EXPECTATIONS



TOGETHER



PASSIONATE

WHY CHOOSE FOR PWL ...

1

We offer end-to-end design of both lighting and multimedia solutions, independent of manufacturers.

2

Our theatrical experience driven approach is required in order to achieve the desired results

3

Both creative and technical skills with 25 years of sector expertise are available. We design and build our realizations with an in-house team and qualified partners.



OUR TEAM ...

Our team is our strength

Our team grew to 24 FTE's and is well structured for our future growth. We have the right people in place to sustain our ambitions. Our team knows and carries our vision. We cherish our company culture where there is good work-life balance.

Our processes are standardized and efficient

We trust our processes which are optimized for maximum efficiency and best results. We focus on a high ESG rating and we follow our quality management policies.

PWL Academy

We encourage our team to continue learning and perfecting their profession



A CREATIVE COMMUNITY ...



Our HQ is based in the creative and cultural environment of C-Mine in the city of Genk in Belgium in the heart of Europe.

This creative nest exudes a unique atmosphere. On the former coal mining site of Winterslag, respect for the industrial past goes hand in hand with contemporary, artistic activity and is a great place to work.



OUR PRESENCE IN THE MIDDLE EAST ...



We will increasingly focus on growth in Leisure Projects in the coming years in the Kingdom of Saudi Arabia.

From August 2024 our regional HQ will be based at the Home Offices premises in the heart of the capital city of Riyadh, Saudi Arabia, one of the most economically active capitals in the Middle East.

PM34+R82, Al Urubah Rd, Al Ma'thar Alshamali, Building 22, Riyadh 12334



SOME FACTS ...

Realised Live Shows

+ 1.200 since start
95 in 2022
125 in 2023

Realised Leisure Projects

+ 150 since start
25 in 2022
45 in 2023

2023 Sales

€4,5 mio

3x



THEA
Award
Winner

The numerous realisations of Painting With Light show how experienced we have become.

Customer base



The Future

We will increasingly focus on growth in Leisure Projects in the coming years in Europe and the Middle-East region.

Opening of a GCC branch in Riyadh in the Kingdom of Saudi-Arabia is planned for Q2 in 2024.



Recognised by many institutions:



FLANDERS
INVESTMENT
& TRADE



Flanders
State of the Art

IALD
INTERNATIONAL ASSOCIATION
OF LIGHTING DESIGNERS



SOME REFERENCES ...





Princessia Castle Plopsaland, De Panne



Comics Station, Antwerp



Comics Station, Antwerp



Konda Coaster, Walibi

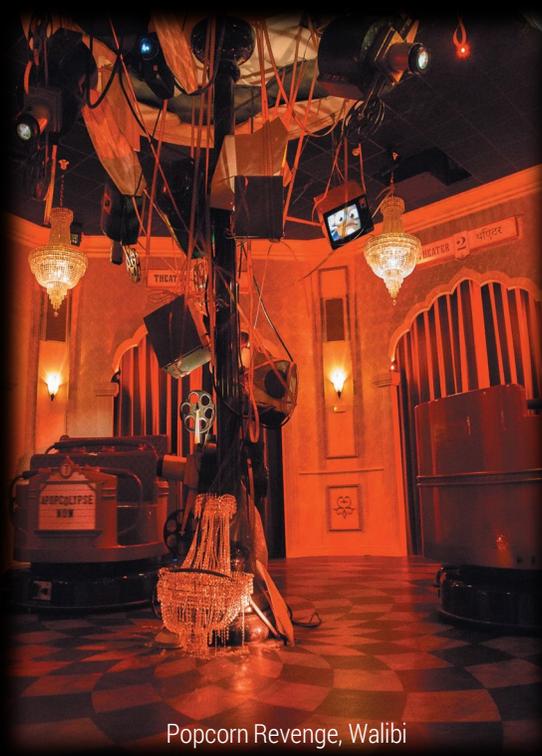


Heidi Wooden Coaster Majaland





Popcorn Revenge, Walibi
THEA Award Winner 2019



Popcorn Revenge, Walibi



DARK RIDES



Smurfs Dark Ride , Plopsa Station

**OUR AMBITION IS
TO CREATE EMOTIONS
GIVING AUDIENCES AN
UNFORGETTABLE EXPERIENCE**



Scream Coaster, Holiday Park



Bazyliszek Dark Ride, Legendia
THEA Award Winner 2018





Plopsa Hotel, De Panne



Quartier Blue, Hasselt



Play Zuid, Antwerp



Bourla Theater, Antwerp

HOSPITALITY





Smart City Lighting, Geek



Belgian Chamber of Representatives, Brussels



Holographic instalation
The Art Hour, Roeselare





THEA Award Winner 2022
Quake Experience – Lisbon



The Art Hour, Hasselt



DIVA Diamond Museum, Antwerp



The Blacksmith, Bokrijk





The Spire, Warsaw



Citadelle de Namur



DPG Media HQ, Antwerp



C-Mine Genk





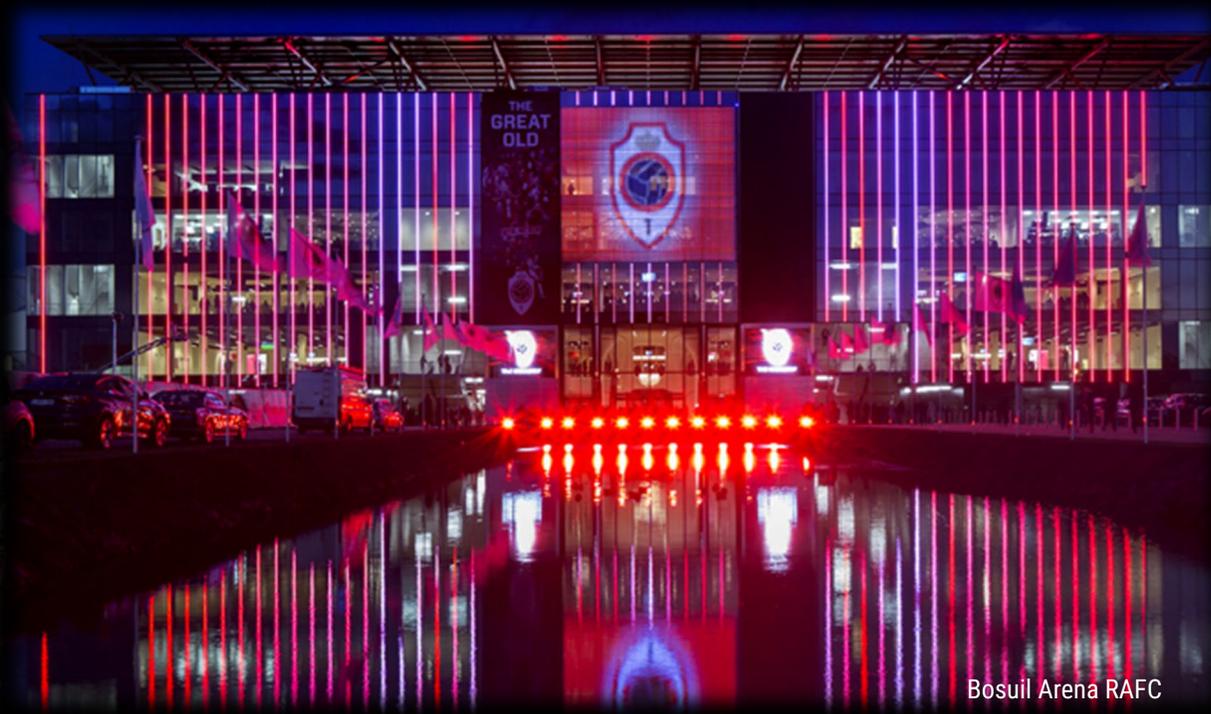
PWC Headquarters Brussels



Al-Awwal Park Stadium Riyadh



Ghelme Arena, Gent



Bosuill Arena RAFC





Multimedia Show
The Village Outlet, Villefontaine



Vrijthof Foyer Theatre Maastricht



Quake Experience Lisbon



Tim Burton - The Waffle Experience

MULTI MEDIA EXPERIENCES





Wintergloed 2019, Bruges, Belgium



Concept Stairway To Heaven



Figura Light Art Installation





Winterglow 2019, Bruges



Winterglow 2020, Bruges



Winterglow 219, Bruges

LIGH ART & FESTIVALS





Winterglow 2020



Center Parcs 2023



Winterglow 2019



Fiery Ponds 2021





Global Games Opening Ceremony Qatar



National Day 2023 Belgium



National Day 2023 Belgium





Holiday On Ice, Believe



The Little Mermaid, Disney



Ice Age Live, World Tour



Madagascar Live, World Tour

LIVE ENTERTAINMENT SHOWS





K3 Wings Tour



14-18 Musical Spectacular, Studio 100



The Bodyguard, Stage Entertainment



40-45 Musical Spectacular, Studio 100





Wheel of Fortune – SBS



Rose d'Or Winner 2022
Musical of your Life – SBS Belgium



De Tafel van Vier – Play Media



Music Industry Awards 2022 - VRT

BROADCAST SHOWS





VIRTUAL EVENTS



