

BIO STEVEN MARTIN



Born in 1971 in Brasschaat near Antwerp, Belgium, Steven faced adversity from an early age as the child of parents on the brink of divorce, growing up in poverty on the streets of Deurne and Borgerhout. However, his mother's unwavering dedication, strict guidance, and enduring optimism instilled in him a positive mindset, enabling him to defy expectations and carve out opportunities for himself.

At just 11 years old, Steven showcased his creativity by constructing ghost attractions in his home's hallway, for the kids in his neighborhood to enjoy, utilizing makeshift props like lamps, sound effects from a tape recorder, and even "floating" ghosts to create an immersive experience.

Unbeknownst to him, he was already demonstrating the skills of an

imagineer.

During his teenage years, Steven further honed his event planning skills by organizing parties for local youth organizations. By age 16, he had become an experienced DJ, spinning tracks at renowned dance venues across Belgium, despite the absence of the DJ stardom phenomenon at the time.

After completing his high school studies in Science and Biotechnology, Steven's path took a fortuitous turn when a friend introduced him to the field of Communication Management. Enthusiastically embracing this realm of copywriting, marketing, and communications, he enrolled at PHICOM (now AP Hogeschool). During his four-year tenure at PHICOM, Steven immersed himself in communication projects, dedicating an average of 60 hours per week to his craft, far exceeding his class hours. He delved into photography, graphic design (serving as editor/graphic designer for the School Newspaper), video recording and editing for events, and sound editing for a local radio station. Despite his initial unawareness, Steven gradually found himself drawn into the world of event and creative production.

His crowning achievement at PHICOM was his end term paper and the associated "live production" event, titled "DREAM: The Festival of the Young Artist," which supported the Make-a-Wish Foundation Belgium. Collaborating with seven classmates, Steven spearheaded the creation of an immersive experience showcasing various art forms, hobbies, and talents, attracting attention from "The Dream Factory," a popular TV show, and securing appearances by renowned Belgian artists.

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CREATING & PRODUCING WORLDWIDE WITH PREMIUM TEAMS

In 1995, at the age of 23, Steven embarked on his professional journey after earning a Master's degree in Communication Management. Joining De Kie Communications, an esteemed advertising agency in Antwerp, Steven quickly made his mark. Within six months, he seized the opportunity to spearhead the 10th-anniversary event of FilmNet (later Canal+) and the launch of SuperSport, a new thematic TV station. This milestone event boasted over 700 notable guests, including press, sports personalities, and TV luminaries, featuring a spectacular show, themed buffets, and a fashion showcase hosted by Geert Hoste at the time a beginning stand-up comedian.

Steven's exceptional execution of this event earned him accolades and paved the way for him to revitalize the agency's event department. Under his leadership, DE KIE Events flourished, catering to prestigious clients such as Microsoft, Apple, Neckermann Postorders, and Panasonic. Notably, Steven played a pivotal role in the multimedia stunt campaign for the launch of Microsoft Windows95.

However, DE KIE Events' most significant project was the Belgian promotional roadshow for DE LIJN, the local public transport provider, spanning 42 days along the Belgian coast. This initiative, themed "No Worries, Just enjoy the Sea View," showcased entertaining programs and activities, promoting public transportation and engaging tourists with fun games, giveaways, and samplings. During this endeavor, Steven crossed paths with Enid Martin's mother, altering the course of his personal life.

Despite his successes, Steven grew disheartened by the agency's diminishing emphasis on events, prompting him to seek opportunities elsewhere. His quest led him to Any Performance, Belgium's premier event agency, renowned for its expertise and innovation. Joining Any Performance marked a significant milestone in Steven's career. His background in technical skills and hands-on experience propelled him to a leadership role within two years, overseeing a team of event officers and managing projects for global brands across Europe. However, unforeseen changes in the agency's strategy prompted Steven to reassess his professional trajectory, ultimately leading him to explore new horizons beyond Any Performance.

Steven, alongside a colleague from Any Performance, founded The EVENTERPRISE in Brussels, catapulting it into the Belgian top 5 within its inaugural year! Such rapid success led to the establishment of a second office in Antwerp, known as EVENTERPRISE Vlaanderen, which saw a doubling of business results and client acquisitions within the subsequent year. The agency's innovative approach to decentralized event management garnered attention from major international and national accounts, with media clamoring for interviews on its groundbreaking model.

At the core of The EVENTERPRISE Group was the visionary concept of Event Puzzle Management, now

commonplace but revolutionary at the time. With a lean yet highly skilled in-house team of expert project and account managers, supplemented by freelance specialists tailored to each production's needs, Steven pioneered a bespoke approach to event execution. This bespoke team strategy, a term Steven coined, has since become a cornerstone of event production education.

Inspired by an awe-inspiring power plant launch show by the renowned Luc Petit, Steven redirected his focus towards creating live experiences and show productions. Having mastered the logistical aspects of event production, he sought to elevate his craft by delving into the artistic realm, driven by a passion for theater and the creation of emotional moments. Recognizing the need for a vast network of international contacts and specialized expertise, Steven tirelessly pursued the expansion of his knowledge and connections in the next years.

However, every story has its twists, and in 2002, Steven parted ways with The EVENTERPRISE after uncovering discrepancies he couldn't reconcile. Despite the setback, fate intervened, leading him to connect with the mother of his youngest daughter, Mayline Martin.

TWINS I Event Producers, a former supplier/partner from Steven's DE KIE Events days, offered him a lifeline during this challenging period. Taking over the management of their event agency, Steven spent nearly two fruitful years at TWINS. Unfortunately, the closure of the musical production company TABAS&CO, due to issues with a French partner, led to a reshuffle at TWINS. Grateful for the support and trust extended to him, Steven relinquished his managerial role to the original owners. During his tenure, TWINS witnessed significant growth in business results and team development. Notably, one of his team members, Isabelle De Schryver, emerged as a prominent figure in the Belgian event industry, assuming leadership roles in various event production companies.

Steven decided to continue in freelance work and started producing creative and show events for different Belgian event agencies, using the name IMAGINEERING (soon to be reclaimed by Disney as he wasn't aware that they have a department by that name). Where since 2015 everybody claims 'storytelling' as a creative unique selling proposal, already in 2004 Steven based all his creations on this principle, already claiming imagineering, emotioneering and emo-marketing (storytelling) at the time as his corporate vision.

An important partnership with a Tollegem based event agency A First Impression started, for whom he also re-created the corporate mission statement and philosophy as well as their full corporate branding, the term RED which stands for RATIONAL EVENT DEVELOPMENT got created. It already was the corporate color for the agency but now also got an important meaning. Also this term and the

philosophy behind it, is currently used in Belgian (and even some Dutch) event production courses and higher educations.

During one of these events, the Belgian dealer launch event of the Peugeot 207 with the theme "Intense", he got an offer he could not refuse. D-Side Group, a large integrated services agency offered him after the great job done for the Peugeot event, the opportunity to start D-Side Show. On this label, some major international show events were produced in Athens, Hannover, Marbella, Ancenis...

End 2004 as the economic crisis started to claim its first victims, D-Side Group decided as a precautionary measure not to further invest in D-Side Show at this time. Steven's department as well as a lot of other creative services were closed down and Steven turned back to the freelance market.

This time he was 'rebooting' with the brand ArchitectofEMOTION, which is up to today his leading activity.

The collaboration together with A First impression was rebooted and presented several nice event shows for Peugeot, Citroën, Lukoil, DHL... 2005, with AoE Steven came also in contact with a lot of new communication agencies, event agencies and creative producers like TV and theatre. His focus was over 80% on and around the stage experience and creative immersive concepts. His knowledge of sound and light, theatre technology and the world of dance, his graphic skills and through self-study developed 3d designing skills gave him the possibility to offer one stop shopping solutions for event production companies on one side and to present full concept shows for the artistic world. Finally, after all those years two worlds seemed to merge for him allowing him to fully use his experience and skills to assist those looking for creative emotional experiences in their events and communication.

ArchitectofEMOTION was carefully chosen as Steven's moniker, reflecting his unique approach to event design. Just as an architect must adhere to the laws of physics, even amidst artistic expression, Steven respects the fundamental principles of emotion as the cornerstone of human experience. While these laws provide structure, they also offer endless creative opportunities to innovate and push boundaries.

Over his extensive career, Steven has collaborated with various agencies, consistently prioritizing audience experience, whether in a conference, dinner show, stadium event, or TV production. For three decades, he partnered with a dance company, contributing to a dynamic creative exchange until a project dispute led to their parting ways. Nonetheless, this collaboration sparked the birth of several original show concepts under AoE, such as "The Image Catchers", "The Glass Cube Mime", "Interactive Laser" and "Holovision".

In 2013-2014, Steven served as Creative Director for the opening and closing ceremonies of the 2014 SPECIAL OLYMPICS European Summer Games Antwerp, delivering a grand spectacle alongside his colleague Show Production Director Mark Van Hamme. This prestigious assignment culminated in a spectacular Olympic ceremony attended by dignitaries and athletes, showcasing Steven's expertise in large-scale event production.

As AoE evolved into a specialized creative service provider, Steven launched The Cintamani Stone EMEA for bespoke show creations, backed by an impressive global network of top creative and technical professionals under the Nodes brand.

His passion for travel and cultural diversity enables him to bridge European methodologies with local implementation seamlessly. Fluent in multiple languages, including English, Dutch, French, and German, with ongoing studies in Thai and Arabic, Steven brings a valuable multicultural perspective to his work. Additionally, his expertise in emotioneering enhances his storytelling and technical programming abilities, positioning him as a sought-after creative and artistic director in the realm of experiential entertainment.

In 2017, The Cintamani Stone received a prestigious invitation from The Planners Qatar to collaborate on a groundbreaking launch show for VOGUE Arabia at the Museum of Islamic Art in Doha. This spectacular event featured a 360° immersive video mapping show across 24 projection surfaces, complemented by an exclusive concert by Lauryn Hill. Hosted under the patronage of HRH Deena Al-Juhani Abdulaziz and HH Sheikha Aïsha Al-Thani, the event drew renowned fashion icons like Gigi Hadid and Naomi Campbell, Izabel Goulart, Peter Dundas, Olivier Theyskens, Marco de Vincenzo, Delfina Delettrez Fendi and Zuhair Murad. This project marked a significant milestone, opening doors to the Middle East market for Steven and his teams.

Venturing further into the realm of bespoke shows, Steven embarked on a journey into mass festivals with two years of main stage show direction for Tomorrowland at The Tree of Life and Amicorum Spectaculum working for Soul15. His innovative approach led to the creation of captivating experiences, including the renowned Budweiser commercial "Infected" with Tiësto at Tomorrowland DreamVille for VICE.

Leveraging a global database of talents, Steven excelled in producing shows and concepts worldwide, earning representation by talent scouts for prestigious organizations like Cirque du Soleil and Dragone.

In 2019, Steven showcased his versatility by serving as the operational video director for the EUROPEAN ELECTIONS 2019 and the PRESIDENTIAL DEBATE 2019 for DB Video. Additionally, he spearheaded

multiple award shows and collaborated with local media outlets like VTM and Q-Music on unique projects. His commitment to excellence was evident in producing memorable experiences, such as DE FOUTE PARTY and the Red Nose campaign, while also mentoring the in-house event team.

At the beginning of 2020, amidst an exceptionally short preproduction period of fewer than 8 weeks, the TCS-AoE teams collaborated with The Planners Qatar to deliver the opening show of the Aspire Zone eSports WEGA Global Games at the Khalifa International Stadium in Doha, Qatar. Despite major players declining involvement due to the brief preproduction window, Steven's team successfully executed the project, earning praise from the satisfied clients. Shortly after, they were tasked with organizing the upcoming Moroccan ceremony show, marking the start of numerous projects in Qatar, including the Kharamaa Tarsheed Awards and the North Oil Company fusion event. In Oman, they spearheaded the launch of Awasr high-speed fiber internet with a groundbreaking holographic laser/projection show featuring seven layers of holographic mesh.

However, the onset of the COVID-19 pandemic brought about significant challenges. As the team prepared for the Global Games Opening ceremony in Morocco, in the El Badi Palace, the world went into lockdown, leading to the cancellation of various projects, including the inauguration of a LEXUS showroom, Ashghal bridge inauguration, QatarGas, Microsoft events, and VOGUE shopping mall inauguration.

Despite the adversity, Steven remained steadfast in his dedication to creativity and creating memorable experiences. He expanded his scope of work to include coaching speakers for online events and providing stage direction for (hybrid) TV shows. Additionally, he utilized the lockdown period to enhance his skills in various software packages to bolster creative services.

Upon the reopening of markets, Steven resumed his endeavors with renewed vigor, attracting both loyal clients and new opportunities. Notable projects included the co-production of the 3-2-1 Qatar Olympics & Sports Museum with Kennedy London and The Planners in Qatar, as well as planned initiatives in Saudi Arabia for the inauguration show of the new Sabic building with MCI Saudi Arabia. The focus shifted towards further development in international markets, positioning the company strongly for the post-pandemic landscape.

By spring 2022, Steven had an impressive portfolio of 19 projects in the Middle East and Asia, including a theater construction with an in-house show and a major international fashion show project, most of them however got cancelled due to post Covid-19 budget restrictions and precautions.

In Belgium, efforts were made to expand the network of contacts, emphasizing collaboration through the

Nodes talent network. Despite budget constraints leading to the discontinuation of a themed show project at Walibi, Steven's commitment to innovation remained unwavering. Through strategic partnerships and creative endeavors, he continued to push boundaries in the global event production industry.

The post-COVID-19 pandemic era sparked a resurgence of creativity and energized activities for Steven and his teams. Armed with fresh knowledge and experience, they navigated a turbulent market landscape. While lockdowns provided an opportunity to innovate and reinventing the status quo, the new market dynamics presented challenges of abundance and caution. Since 2022, their focus shifted to Europe due to economic instability in the Middle East, with a commercial pivot towards Asia while maintaining Middle Eastern contacts.

During this period, they observed a tendency in international projects favoring established industry leaders, limiting opportunities for more cost-effective alternatives. In 2022, consistent briefings from FIFA culminated in repeated selections of the same service providers.

The year 2023 showcased a diverse range of projects, including shows for major Belgian shopping center MAASMECHELEN VILLAGE together with partner TheCast & O'Contraire, a rebranding initiative with HRH Princess Delphine of Belgium, and fashion shows for Wrangler and Lee.

Noteworthy events included an elaborate employee gathering commemorating the fusion of the Port of Antwerp and Bruges, by Sylvester Events and a massive conference hosted by ING for New Balls Please. In September, their team orchestrated a comprehensive two-day event experience for EY, encompassing conferences, parties, and entertainment acts. Additionally, they curated a unique Harry Potter-themed private birthday celebration, demonstrating their versatility in event conceptualization. However, 2023 also saw challenges, including the contentious conclusion of a conflicting Belgian dinner show concept.

In 2024, Steven kicked off the year with "ZIE ONS DOEN," for the Flanders Government, an open-air TV show celebrating Belgium's presidency of the EU. Subsequent engagements included managing shows for the Flanders Technology & Innovation festival in Antwerp by Sylvester Events, followed by involvement in the European Elections and the Presidential Debate 2024.

He created dinner shows for Unilever Cirque de la Sauce and DHL La Famiglia and in December he worked on a historic commemoration event for the City of Bastogne Texas Aggies Into The Battlefield for the world renowned show creator Luc Petit.

Currently he is working for the Grand Duchy of Luxembourg building a national institutional celebration

event.

Throughout their journey, Steven and his teams have delivered numerous projects for esteemed clients such as DHL, Atlas Copco, CMBTech, Peugeot, Citroën, VOGUE, Lee, Wrangler, Toyota, Microsoft, Mattel, different governments, cultural organisations, TV channels...

Focused on creative innovation, Steven collaborates with commissioning agency clients and freelance partners to deliver unparalleled experiences. Besides that, he executes full bespoke show projects locally and worldwide with meticulous attention to detail, ensuring that promises made are promises kept. Despite challenges, Steven remains undeterred, pitching predominantly in international markets and continuously forging future international partnerships.

With a steadfast commitment to excellence and a global network of partners, Steven continues to push boundaries in the creative show productions industry.

Despite the demanding workload, Steven maintains that his work is a source of pure enjoyment, embodying a passionate commitment to creativity. Steven does not understand the concept of fronteers, he is a true world citizen, embracing nationalities and cultures, trying to learn about them (even some of the languages) and get inspired by them. His guiding principles, encapsulated in life quotes from Master Yoda 'Do or Do Not, There is no try' and his own philosophy "I have never worked a day in my life", reflect his unwavering dedication to innovative motivational thinking.



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CREATING & PRODUCING WORLDWIDE WITH PREMIUM TEAMS

PALMARES & BIGGER REFERENCES

“12.000 Diamonds” 2001 Antwerp, Belgium - show, 12.000 spectators, nurses of Familiehulp to celebrate their 65th anniversary.

“GuldenSporenSpLAsH” 2002 Kortrijk, Belgium – show, 10.000 spectators, celebrating the 700th anniversary of the Battle of the Golden Spurs, together with Dirk Decloedt.

“Believe” & “Hope” 2014 Antwerp & Brussels, Belgium – SO2014, Special Olympics EUROPEAN SUMMER GAMES Antwerp, Opening & Closing ceremony 30.000 spectators

“Unveiled” 2014 Doha, Qatar - VOGUE Arabia launch for Place Vendôme & VOGUE, 400 VVIP spectators

“The Elixir of Life” 2016 Boom, Belgium - Tomorrowland Mainstage 2016 show direction with Soul15

“Amicorum Spectaculum” 2017 Boom, Belgium - Tomorrowland Mainstage 2017 show direction with Soul15

“Infected” 2016 Boom, Belgium - Tomorrowland, Budweiser & Tiesto opening show at DreamVille, recording of commercial and video clip Tiësto by VICE, 20.000 spectators

“To the Uttermost Ends...” 2018 Ypres, Belgium - 14-18 Commemoration for the New Zealand Embassy, 600 spectators.

“EU Presidential Debate & European Elections” 2019 Brussels, Belgium – 500 spectators live, 760.000 spectators on TV channels

“Always Free, Never for Granted” 2019 Antwerp, Belgium – commemoration show for the end of WWII, 3.000 spectators

“Gallery Of Giants” 2020 Doha, Qatar - Aspire Zone eSports WEGA Global Games 2020 in

Khalifa International Stadium by Truxtun Capital 10.000 spectators

“Zie Ons Doen” 2024 Mechelen, Belgium – Celebration of EU Presidency Flanders Government
9.000 spectators

“Flanders Technology & Innovation” 2024 Antwerp, Belgium – Festival around science and
innovation Flanders Government 33.000 spectators

“EU Presidential Debate & European Elections” 2024 Brussels, Belgium

“Texas Aggies Go To War” 2024 Bastogne, Belgium – Commemoration show for The Battle of
the Bulge for Les Nocturnales by Luc Petit

2024 Year overview: [click here with active internet connection](#)

Many more references on:
www.architectofemotion.com & www.thecintamanistone.com

Showreels:
ArchitectofEMOTION [click here with active internet connection](#)

The Cintamani Stone [click here with active internet connection](#)

PRESS PHOTO
<https://1drv.ms/f/s!AlbDVLzfjEZyhu9mnUsiz2yc6zjl5Q?e=OljJMQ>

Thank you for your interest in our life and work.



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CREATING & PRODUCING WORLDWIDE WITH PREMIUM TEAMS

SOME RECENT RELEVANT REFERENCES



Texas Aggies: Into The Battlefield
Commemoration show – Belgium
City of Bastogne & Luc Petit for Les Nocturnales - 2024



Zie Ons Doen
Celebration show for EU Presidency - Belgium
Flanders Government - 2024



FTI Festival
Festival celebrating technology - Belgium
Flanders Government, Sylvester Events & Citycubes - 2024



Cirque de La Sauce
Unilever dinner show - Belgium
Unilever, Knorr &KonseptS - 2024



Aspire & WEGA eSports Global Games
Opening Ceremony – Qatar
Aspire Park & WEGA & The Planners - 2020



VOGUE Arabia Launch
VIP dinner videomapping show - Qatar
VOGUE, Place Vendôme & The Planners - 2017



National Lottery, Night of Fortune
Fundraiser dinner show - Belgium
Nationale Loterij/Loterie Nationale & Event Masters - 2018



European Lotteries Succes of Chance
Conference closing gala dinner - Belgium
European Lotteries & Event Masters - 2019

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European Lotteries Succes of Chance
Opening show - Belgium
European Lotteries & Event Masters - 2019



VTM Magische Feesten
Video mapping themed installation - Belgium
VTM & Medialaan - 2018



100th Anniversary of SIPEF
Centennial dinner show - Belgium
SIPEF & Mediamixer - 2020



75 Jaar Bevrijdingsfeesten
Commemoration mapping & live show - Belgium
Stad Antwerpen & Sylvester Events - 2020



Trophées francophone du Cinéma –
Award ceremony TV show – Ivory Coast
Absolute Blue - 2015



EUROPEAN SUMMER GAMES 2014
Opening & Closing Ceremony - Belgium
Special Olympics, 2014



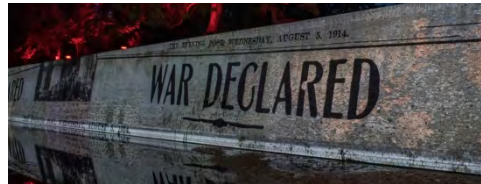
Tomorrowland Amicorum Spectaculum
Mainstage performers show direction
ID&T Tomorrowland - 2017



Tomorrowland Elixir of Life
Mainstage performers show direction
ID&T Tomorrowland - 2016



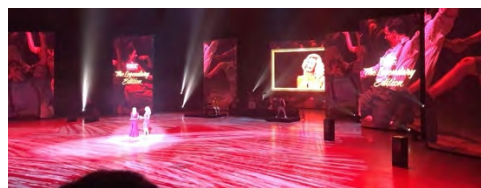
North Oil Company
Merger event & family day - Qatar
North Oil Company & The Planners - 2018



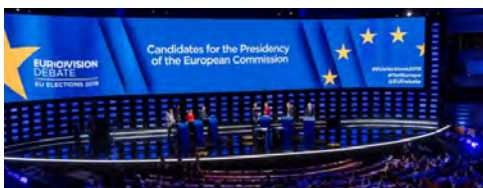
Souls go home
Commemoration show, Belgium
Embassy of New Zealand & Sylvester Events - 2018



When Darkness Becomes Light
Fashion show tour - Belgium
L'Oréal & EverPresent Events - 2018



MICE Party "The Legendary Edition"
Celebration event - Belgium
EventOnline & KonseptS - 2019



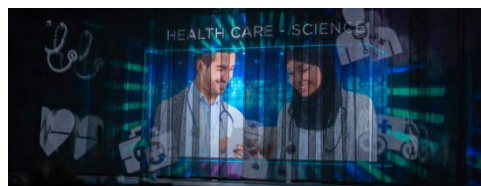
European Elections Presidential Debate and Election show
TV show screen direction - Belgium
European Parliament & DB Video - 2019



QMusic Foute Party Space Edition
Festival stage show concept - Belgium
QMusic & Medialaan - 2019



Budweiser & Tiesto "Infected"
Dreamville Opening Show - Belgium
AB Inbev & ID&T - 2018



AWASR High Speed Internet Launch
Technological show - Oman
AWASR & The Planners - 2018

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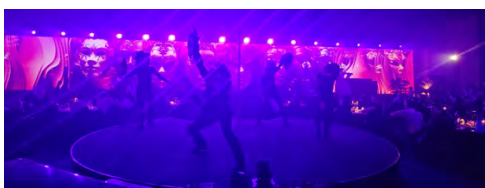
CREATING & PRODUCING WORLDWIDE WITH PREMIUM TEAMS



ArcelorMittal Inauguration Steelanol
Launch show short movie - Belgium
ArcelorMittal & Bevas Events - 2022



The Taste Of Succes Employee Event
Employee event TV show - Belgium
Atlas Copco & KonseptS - 2024



DHL La Famiglia
Employee event dinner show - Belgium
DHL Freight Forwarding & KonseptS - 2024



Hydrotug 1 Baptism
Ceremonial show - Belgium
CMBTech & KonseptS - 2023



Harry Potter Theme Party
Theme party - Belgium
Private client - 2022



The Gate
Conference weekend - Belgium
EY Tax - 2023



Zie Ons Doen Flanders EU Presidency
Celebration show - Belgium
Flanders Government & Sylvester Events - 2024



DE TIJD/L'Echo Het/Le Duel
Political Debate TV show - Belgium
De TIJD/L'Echo & Trimex - 2019

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Metal Recycles Forever
Hidden camera stunt - Belgium
DG Metal & Morris & Chapman - 2015



An Amazing World
Employee event
DHL Freight Forwarding & KonseptS - 2023



FTI Closing Festival & Industrietop
Conference direction - Belgium
Flanders Government, Sylvester Events & CityCubes - 2024



European Elections Presidential Debate and Election show
TV show screen direction - Belgium
European Parliament & Nimble - 2024



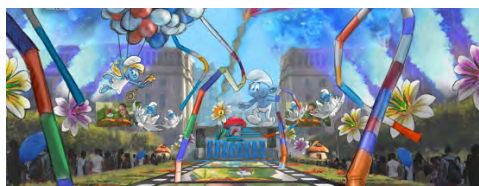
Under study / BAFO negotiation
Historic theatre show - KSA
Creative Productions - 2022 to date



Upcoming / AAT25
Institutional national show - Luxembourg
Den Atelier - 2025



Under study / Historic show
Historic theatre show - Egypt
The Planners - 2025



Awaiting feedback / Smurfs Movie
Movie premiere show - Belgium
IMPS, Paramount Pictures, Lafig Belgium, Lupin Film, Cecoforma & Luc Petit Imagination - 2024

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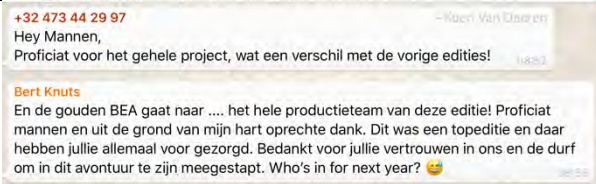
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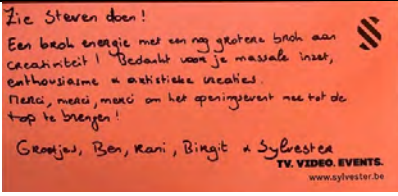
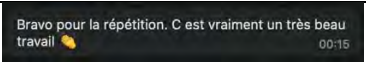
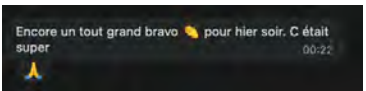
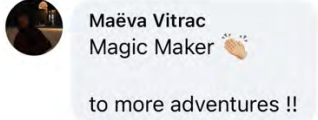
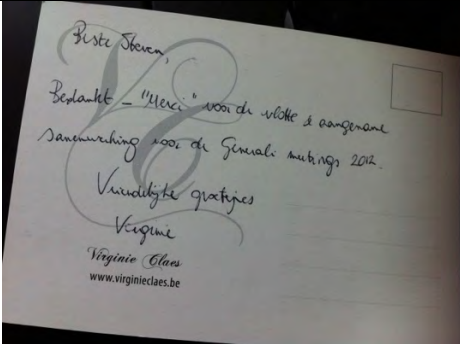
SOME RECENT RECOMMENDATIONS

KONSEPTS Blije Zaakvoerder Sophie Naze On a dinner show creation Cirque de la Sauce for Unilever	"What a weekend, what a celebration. We are still enjoying all the moments that were there. The whole thing was really "perfect" said our client. And that's what we do it for isn't it? Everyone's contribution was really top notch, an absolute added value to the whole thing. The puzzle we laid fell together beautifully with not a single missing piece." "HOW IMPRESSED I AM. Really, now you've really got me. On so many levels. This is really putting your work down to me for once in a way that I wanted so badly to be impressed by my partners. I have known all these years why I work with you and have always been very satisfied with your work. However as with Cirque and now this, was one of the first times for me to experience you like this also to this way of working. Your story telling is really the max. That creativity in this, those fun ideas with the paperboy and such... how good is all that. I really feel it completely. I just want to compliment you. Really top notch. Respect for so much. How you have grown also in your "softness", your approach, the way you deal with me but also with my clients, your down to earth being what was before maybe a bit more "ego" (may be fair lol. :)) Your work itself, the way you apply it now too, that become document concept now that works really well for me and certainly for our clients. You are also so fast and so reactive. Delightful. Need I say more, I am so proud, proud and super happy to have built such a partnership with you. We are going to do so many wonderful things together. I am already looking forward to it. "
EUROPEAN PARLIAMENT Thibault Lesenecal, Head of Unit Directorate-general for Communication, Directorate for Media On the European Elections & Presidential Debate 2025	"Le débat Eurovision sur lequel nous travaillions depuis septembre fut un très grand succès, tant pour la campagne des élections, pour notre institution que pour notre Unité. Je tiens à vous remercier chaleureusement pour votre engagement, votre professionnalisme et votre énergie sans lesquelles l'événement n'aurait certainement pas atteint ce très haut niveau de qualité. J'éprouve une grande fierté et un réel plaisir à travailler à vos côtés et je vous invite à prendre le temps de savourer non seulement le résultat de votre travail mais encore les nombreuses félicitations qui nous sont adressées, que ce soit par e-mail, dans les couloirs ou place du Luxembourg. Bravo pour la réussite impeccable de ce débat !
EUROPEAN PARLIAMENT Jaume Duch Guillot, Minister for European Union and Foreign Action On the European Elections & Presidential Debate 2025	"I would like to congratulate you and your teams for the excellent technical organisation of the Eurovision debate today. I was very impressed by the high technical quality of the the debate, and how well it worked with the connections to the member states. It created a real european dimension to the debate and was a very nice added value. "
EUROPEAN PARLIAMENT Xavier Nyssen, Ingénieur & Responsable des opérations broadcast. Parlement Européen, Direction Générale de la Communication, Unité de l'Audiovisuel On the European Elections & Presidential Debate 2025	"...le mail de remerciement de notre directeur général pour ce magnifique travail que nous avons accompli. Je rajoute également mes félicitations à l'ensemble de toutes les équipes qui travaillent depuis des semaines sur le dispositif. Le succès d'hier démontre une fois de plus votre professionnalisme. Un tout grand merci."
NEW BALLS PLEASE	"We would like to express our sincere gratitude to each and every one of you.

Justine Pôtel // Senior corporate & international event expert On an Amazon event in Luxemburg 2023	From the outstanding crew catering to the captivating on-screen content and the flawless execution of the event, your contributions were truly exceptional. We are thrilled to share it was an overwhelming success! Your individual efforts played such an important role, and we are deeply thankful for your hard work and dedication. This achievement fills us with immense pride, and we are honoured to have had the privilege of working alongside each of you."
KONSEPTS Blijde Zaakvoerder Sophie Naze On our creative concept, design and show direction for the Atlas Copco employee conference 2024	"Oprecht, vanuit de grond van mijn hart en dat van KonseptS events 🥰 ZALIG gedaan iedereen! Onze klant is mega blij, de gasten waren dat ook. Je kan het zien op de mooie foto's van @Nicolas Herbots, allemaal blij gezichten. Ik was zelf heel tevreden met de setting, de workshops, het officieel gedeelte, het eten en drinken, Vergeef me als ik iets specifiek niet benoem."
CYNTHIA REECKMANS TV personality and event host On our collaboration and event design	"Super bedankt voor de fijne avond gisteren. Ik heb er zelf van genoten om in zo een mooi decor te mogen werken. Echt top! Proficiat 🍷 Bedankt dus dat ik er bij mocht zijn."
ATLAS COPCO Juha Hyvaaja, Business Engagement & Roll Out Manager Annelies Verscheuren, Act! Communications lead & OCM Coordinator Both on our work for their Cabaret Gala Dinner Employee event	"Great thanks for the opportunity working and creating this amazing production together. Truly an unforgettable evening, all smiles from the beginning until the very end including all prep time. Working with such professionals as you and all the performing artist and crew is truly an exclusive and unique pleasure. The next day in office, certainly many if not all in a kind of "Happy Tired" mood but all with nice memories fresh in mind, expressing a best-ever experience. We will also keep on feeding all concerned with images for refresh to keep the good memories live. Once again, great thanks for a fantastic experience." "Nog eens heel hard bedankt voor jullie fantastische creatie voor ons event. Iedereen heeft ervan genoten, wij hebben zoveel positieve commentaren gekregen. Dit was next level!"
SKAGEN Michel Ommeganck, International Relationship Manager On the NN Insurance ConnectLIVE event	"Korte mail om WOW te zeggen voor jullie NN connect live vorige week. Ik was erg onder de indruk. Het niveau van de sprekers en presentatoren was erg hoog, (lang geleden dat ik zo'n presentatie heb gezien waarbij zowel frans als nederlands werd gemixt), het achtergrond decor van de studios, verschillende top locaties en jullie introducties inclusief de drone video's was extreem professioneel erg mooie upgrade van de kleine studio's die we gewend zijn in andere webinars. Ook alleen maar positiefs te zeggen over de inhoud van de verschillende sessies. De interactieve vragen de live Q&A en dat alles zonder technische problemen ik was erg onder de indruk. Gefeliciteerd met een geslaagd seminar en chapeau voor de prestatie."
EVENT MASTERS CEO Bert Knuts and SENSE AUDIOVISUAL Koen Van Dooren on our collaboration for the BEA AWARDS 2019	

O'CONTRAIRE Kathleen Rens, Artistic Director On our partnership for the Maasmechelen Village Christmas shows	"Onze eerste gesprekken samen zaten vanaf het begin op een fijne golflengte, dat was het begin van een mooie waardevolle samenwerking. Het zat op alle vlakken goed, de puzzel mbt het voltallige team dat hieraan mee heeft gewerkt viel mooi in elkaar ... alle neuzen in dezelfde wind. Bedankt voor jullie vertrouwen, het was een eer en genoeg om dit verhaal samen met zoveel getalenteerde mensen voor jullie toffe village te mogen schrijven!"
KONSEPTS Blij Zaaivoerder Sophie Naze On our show calling work for the MICE Party 2019	KonseptS No-nonsense event consulting ... heeft de omslagfoto bijgewerkt. 26 minuten · 🌐 Authenticiteit.. Een waarde die we hoog in het vaandel dragen. Dat is wat ook Erik Wood, Olivier Wauters en KonseptS met elkaar verbinden. Dat is exact de reden waarom we met KonseptS met heel veel trots ons steentje bijdragen aan de #Miceparty19. Vanaf 2019 ook effectief full way, van concept tot uitvoering. In het grootse van de show en in de kleinste details in de zaal. En wat een speelveld hadden we, dank aan Studio100 om ons te hosten. It was Legendary! Zijt maar zeker. Bedankt ook aan iedereen uit de sector die er was en zo enthousiast feedback stuurde na het event. Ook onze collega eventbureaus die ons mailden met felicitaties, legendarisch ongezien. Bedankt aan alle partners die ook hun steentje hebben bijgedragen. Dat wij de lijm mogen zijn tussen jullie allemaal is een eer. Dat we dit SAMEN hebben gedaan is echt iets om trots op te zijn. 1 team, 1 doel, 1 legendarische prestatie. Jullie hebben 1 voor 1 allemaal mijn diepste respect en dankbaarheid. #nogvandat #show #wedoit #regie #concept #ringthekonseptsbell #pictureby #saycheese 
EVENT MASTERS Head of Tendering Nathalie Troch and MIKIM FX Make-Up Artists General Manager Michael De Prycker On the EUROPEAN LOTTERIES Closing Gala dinner show.	Nathalie Troch Gisteren om 14:13 · 🌐 About last night... Amazing production with an even more amazing team! Ain't we lucky for being surrounded by such great professionals as Steven Martin, Vanstreels Ludo, Bart De Coensel, Noi Pakon, Ellis Grace Wilson, BEvocal, Maria Van Nieukerken, ZIKIT, Jérôme Louis, Sylvie Planche, Gert Croux, Steven De Stickere, Martin Steenhaut, Joeri Diddens, Tony Laser, Pepe Luvvax, Michael De Prycker, ... Please do share this happiness with all crew members (not all on FB). #WeAreEventMasters and kicked some! Thank you ever so much, a real honour to share this success with you.

	 Michael De Prycker Gisteren om 19:53 · 🌐 Thank you Steven Martin for your support, trust, faith and believe in all parties you worked with last few days. Giving us free hands to create a world of dreams for all viewers... but also for us. Thnx that my team and I can be part of it! Looking forward to next dream 😊.
BELGIAN TV PERSONALITY, MISS BELGIUM 1989 & EVENT HOST Ann De Baetzelier On a collaboration for Nestlé	 Anne De Baetzelier Privé Steven Martin was zalig om nog eens samen te werken !!! Topper jij !!! 1 u. · Vind ik leuk · Beantwoorden · 1 👍 Steven Martin 
BEVAS EVENTS CEO Patrick Vermaerke On the show we did for ArcelorMittal inauguration of the Steelanol plant	 pv Patrick Vermaerke 11:38 Aan: S Martin · Kopie: Simon · 📎 thx Goodmorning Steven, The day after Day one... Dank voor jouw inzet – kalmte – professionele aanpak – materie leren kennen – oog voor details – creatie van inauguratie show. We mogen ook op dit deel – mooie feedback ontvangen. Complimenten aan het team achter Steven.
MEDTRONIC Inge Vandenbussche, Regulatory Affairs On our video clip production for the office move	"Mijn mailbox loopt ondertussen vol met superlatieven - 😊 We hebben de lat weer een beetje verlegd! Dank jullie- top samenwerking en top resultaat!!"
VLAANDEREN Project Lead for Zie Ons Doen Ariadne Frangi And the SYLVESTER Events team on the celebration show for Belgium's presidency of the EU in Mechelen	 Ariadne Frangi 4 u. · 🌐 Mooie woorden van een geweldige regisseur. Een eer om te mogen samenwerken met zo'n bekwame, professionele en ongelooflijk creatieve mensen. Stuk voor stuk sterren die Europa doen schitteren. ✨

	
LUC PETIT FOR LES NOCTURALES Luc Petit, Createur de spectacles and Maëva Vitrac, Artistic Assistant On the Bastogne Commemoration show Texas Aggies Go To War: Into The Battlefield 2024	  
TV PERSONALITY, MISS BELGIUM 2006 & EVENT HOST Virginie Claes	
EUROPEAN PARLIAMENT ON EUROPEAN ELECTIONS 2019 Isabelle Ory, Bouygues Telecom On the European Elections and Presidential Debate 2019	isabelle ory @isabelleory Un très grand bravo aux équipes du @Europarl_FR pour l'impeccable organisation de la soirée électorale ! Aussi bien pour les moyens techniques que pour les infos mises à disposition dans l'hémicycle et sur internet.
TOYOTA MATERIAL HANDLING EUROPE Craig Walby (at the time Product Marketing Manager) On a European incoming sales event in Leuven, Belgium	Hi Steven, Just a note to say thank you for the dedication and professionalism of your team in assisting to making our training a success. Feedback from all attendees was very positive indeed and it was a good team effort from TIEE and all other partners to include Eventaprise. In particular please extend my thanks to Marc and Thomas who worked directly on the project. Speak to you soon, Craig
BRUSSELS AIRPORT On the Cargo Awards virtual event collaboration	"Langs deze weg ook nog maar eens enorm bedankt voor de hele ondersteuning van dit virtual event. Het was zeker een geslaagd project waarin we absoluut nog kunnen groeien.

	Dit resultaat is absoluut mede dankzij jullie! DANKJEWEL J Jullie dachten mee aan het budget, geen onnodig gespam, snelle actie/reactie, altijd met de beste kwaliteit en altijd met een glimlach! Het was leuk om jullie achter ons te hebben."
NN INSURANCE Etienne De Calataÿ, économiste de l'Université de Namur et de la London School of Economics	"So "live" te werken is stresserend, maar u bent zo kalm gebleven, proficiat en bedankt !"
SIPEF Sylvie Planche, Choreographer And Hans-Peter Janssens, singer Both on the 100 th Anniversary SIPEF show	Merci de tout cœur Steven! Encore une chouette expérience et aventure à tes côtés ! Je te suis très reconnaissante de me faire confiance et de me donner à moi et mon équipe de beaux projets dans lesquels nous pouvons nous épanouir, avoir du challenge et faire toujours de notre mieux! Vivement le prochain ! " "t zag er knap uit.... thanx en happy 2020"



Anouk Van Hoofstadt

Communication, PR & Media
professional: open to new
challenges & opportunities

30 januari 2020, Steven heeft
met Anouk samengewerkt in
dezelfde groep

Steven and I worked together on the Closing Ceremony of the
Special Olympics European Summer Games. I came to know him as a
very reliable, trustworthy, committed director. Creative, solution
driven and flexible. He always puts on a great show!



Geraldine Huybrechts

Als Zichtbaarheidscoach
begeleid ik ondernemers om
hun online/offline visibiliteit te
vergroten | Inspirerende
Spreker

24 januari 2020, Geraldine
heeft met Steven samengewerkt,
maar in verschillende groepen

Creating magic. That's Steven talent! Incredible how much ideas and
creativity pops up out of Steven's head. Steven knows exactly what
details will make your event a fabulous success. If you need a show
creator, if you want 'true' experience and emotions, if you are looking
for amazing scenographic setting.. 1 address: Steven Martin. Pssst,
don't tell anybody because he is just the best! [Minder weergeven](#)



Stefan van Bilsen

Freelance Production, Health
& Safety @ (live
entertainment) events &
festivals | Production House

22 januari 2020, Stefan heeft met
Steven samengewerkt, maar voor
verschillende bedrijven

Creative, ungoing goals, next level event imagineering, that would be
the perfect way to subscribe Steven and his work. We have worked
together on the production of an christmas experience for a belgium
TV brand. It was a pleasure working with Steven.

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Ellis Grace Wilson
Independent Artist

20 januari 2020, Steven heeft met Ellis Grace samengewerkt in dezelfde groep

I've had the tremendous pleasure of working with Steven on several productions. He must have a secret tap of energy somewhere, as I have only seen him work on projects at full force. The combination of a wild creativity, trustworthiness, a kind and warm personality, and an incredibly focused and professional attitude, is unique to say the least. His surprising stories get me excited to be part of the production every time. This is a guy I would say yes to without even hearing what the project is about. Get on board with him. You'll love it! [Minder weergeven](#)



Sylvie Planche
Founder of Zikit company

20 januari 2020, Sylvie rapporteerde rechtstreeks aan Steven

Steven has always a lot of creativity and bring amazing people together. He trusts our talent and makes us feel confident which bring out the best of us. He always bring my team and me in a new atmosphere on stage. His creativity is limitless and his dreams too. An honored to work with him.



Eva Maes
Events & Sponsoring
Manager Benelux at
Samsung Electronics

23 februari 2016, Eva was een klant van Steven

I had the great honor of working with Steven both as client (B-Art Eggsclusive Events) and as a volunteer (Stage manager Special Olympics). On all occasions I was impressed with Steven's never ending creativity, drive, urge to deliver at the highest level possible and his "down to earth'ness" on the job. I would recommend working with Steven on events anytime! [Minder weergeven](#)



Herman Konings
Owner, Pocket Marketing

10 februari 2016, Herman heeft met Steven samengewerkt, maar voor verschillende bedrijven

Steven is a master-imagineer. He is a beautiful example of what is known in psychology as "thaasophobic". Thaasophobia is the fear of predictability, dullness and being bored. Always pushing the borders of contemporary art direction in shows and events, he knows by talent, by long time experience and by insatiable professional lust how to create a state of mind stage production. [Minder weergeven](#)



Alix Wilding
Director, Choreographer,
Programmer and Performer:
Feeding the Fish

3 februari 2016, Steven was een klant van Alix

We were lucky enough to perform at a couple of events that Steven organised in Belgium. In both cases Steven was great to work with - professional, calm and really clear about his expectations. Steven's organises successful events that are also fun to be involved with.

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Simon Leysen

Managing Director, Morris & Chapman Belgium

1 februari 2016, Simon was een klant van Steven

Over the past 12 years, I have worked with Steven on a range of projects and events. Steven combines unlimited creativity with a good dose of realism when it comes to production and feasibility.

He sees both the big picture and the smallest details and has the necessary experience to handle very challenging projects.

Steven has also built up a network of event professionals around the world and can put together a team in record time.

I would highly recommend bringing Steven on board to bring that something extra special to your events and stage productions.



Rahel Feidler

Freelance Production Manager Live Entertainment

30 januari 2016, Steven heeft met Rahel samengewerkt in dezelfde groep

I know Steven for many years now and we have worked together on several projects. He is a great teamleader and certainly one of the most creative minds I know. His shows are pure storytelling. He successfully manages to combine music, artists and visuals to create magical scenes. He is inspiring and always positive, even if Murphy and his whole family invite themselves to the project ;-)

I love working together with Steven and hope that we get many occasions to do so in the future. If you're looking for a creative approach to your project, he certainly is your man ! [Minder weergeven](#)



Vera Janssens

Siemens Communications South West Europe

8 april 2010, Vera was een klant van Steven

Steven is very creative and an expert in multi media event services. It is a pleasure to work with him. You can rely on him and you can delegate a lot of your own responsibilities. He is a real professional team player. I can recommend to work with him. Vera Janssens, Communication director Siemens

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Mark Van Hamme

Event

Marketing/Communications
Consultant -
inthespotlights.be

4 januari 2009, Mark heeft met
Steven samengewerkt, maar in
verschillende groepen

Steven and I met and worked together in several different roles. Each time we were each others counterpart, perfectly matching each other competences, talents and qualities. A creative & skilled producer with an high level of artistic feeling and a great sense of creating emotions. I am very sure we will be working again together in the future. [Minder weergeven](#)



Koert Vermeulen

Principal Designer,
ACTLD.com

4 januari 2009, Steven was een
klant van Koert

Steven is the perfect creative director for me. Very interesting projects, a creative and challenging angle. Always open to new ideas, other viewpoints, and never afraid to take on a challenge. He gives great briefings and is able to explain his ideas in a straightforward manner. Thanks for having been a part of your team



Hugues Van Espen

Managing Director at Toyota
Material Handling Belgium
NV

21 februari 2010, Hugues was een
klant van Steven

Working with Steven has always been a fantastic experience. His creativity, commitment and professionalism allow you to build unforgettable memories for the customers and employees attending the Toyota Material Handling events. Steven is the kind of guy who transforms your dreams into reality....





Ludo Vanstreels

Manager at Trimex bvba

2 januari 2009, Ludo heeft met Steven samengewerkt, maar voor verschillende bedrijven

Ik heb het genoeg gehad om op diverse vlakken met Steven samen te werken. Steeds was hij zeer creatief en steeds zoekend naar de juiste oplossing binnen het gestelde budget. De samenwerking verliep ook steeds op een zeer rustige manier. Het respect dat wij (ikzelf en de volledige crew) kregen van Steven, al... [Meer weergeven](#)



Myriam Vrebos

Office Manager at Mattel Belgium N.V.

31 december 2008, Myriam was een klant van Steven

The first assignment Steven received from Mattel was the organization of Barbie's 40th anniversary. It was a tremendous success. The second assignment was the launching of Barbie's first movie adventure and again it was a hit. Since then we hire Steven every year for the organization of our annual Sales and Marketing meeting for Northern Europe. From the brainstorming meeting right to the final show of our event, everything has always been perfect and exactly what we were looking for. Steven is a very creative, flexible, punctual and reliable person to work with. Without any doubt, we will certainly continue working with him. [Minder weergeven](#)



Dries Desmet

MOC, trainer, coach.

29 december 2009, Dries heeft met Steven samengewerkt, maar voor verschillende bedrijven

Steven was a witness to my starting career. To say even more, thanks to Steven and his colleagues, my professional life took a brand new start. Throughout the years (it all started in 1990) the enthusiasm of Steven, his creativity and professionalism have proven their solvability. The combination of artistic empathy with a realistic view on projects of any size has resulted in absolute masterpieces in the world of events. Thank you Steven, for your confidence, thank you for giving me the opportunity of working with you. Wishing you all the best !! Dries Desmet [Minder weergeven](#)

More on our [LinkedIn profile](#).

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