



**TREEHOUSE**  
— AGENCY —



# OVERVIEW

**Treehouse is a leading creative agency specializing in event production, design, fabrication, and art curation.**

**We have an unrivaled ability to comprehend and communicate your vision and transform it into a beautifully impactful experience while staying within the scope and budget. Our in-house team can handle all of your needs from creative direction to printing to fabrication.**

**At our core we are a team of artists and creators embedded in the mediums we work with. Our aesthetic and taste combined with our standards for management and execution make us the perfect partners for any project.**

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# CASE STUDIES



# Uber

## Populist towncar

EXH 05

When it all started,  
the Lincoln Town Car  
First made in 1962, this  
iconic vehicle has come  
along way and still serves  
as the Uber platform today

Leave your mark on a piece  
of Uber history with express  
products

AREA CONTACTS with expert  
help and spray with caution





## FABRICATION & BUILD

We were hired to design and build a wonderland for the people at Uber. The theme; sustainability. Since it is one of the most environmentally effective materials, we chose to use one material, cardboard.

With over 1,600 site lights and a mathematical equation woven throughout each section of the space, this warehouse transformed into an entirely new space and experience.

### Fun Fact:

The centerpiece was a replica of the world famous Omnia nightclub chandelier in Las Vegas. Of course, built from cardboard.

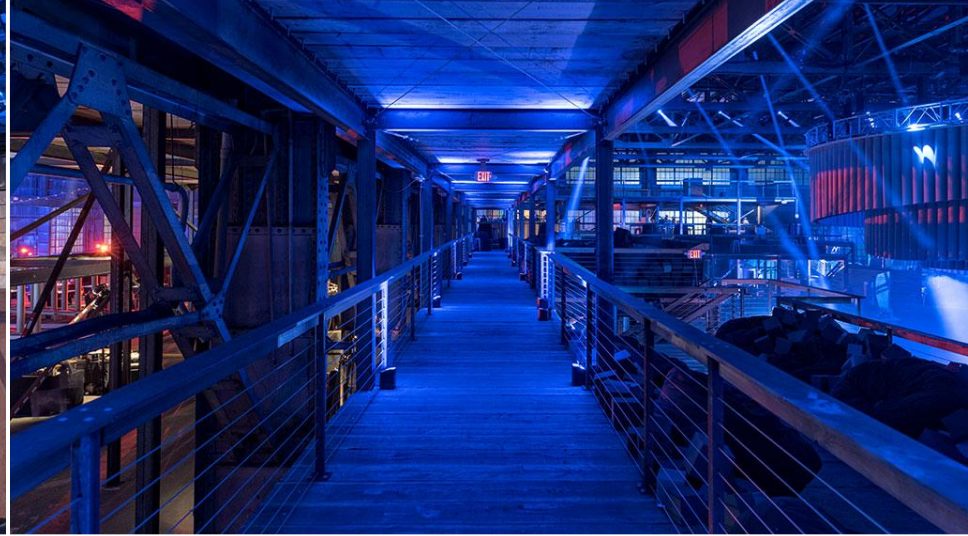
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The image shows a modern lounge or gaming area. On the left is a large Namco arcade machine for 'Galaxy Wars'. The walls are decorated with large, colorful, abstract geometric shapes and patterns. In the center, there's a wooden console with a TV displaying 'APEX LEGENDS'. To the right, there are more arcade machines and a large window. The seating includes brown leather sofas, orange and teal cushions, and several large, round, woven ottomans. A small black table with a succulent is in the foreground. The overall atmosphere is playful and nostalgic.

# Google





# INTERIOR DESIGN

We converted the 3rd floor of Google and YouTube's new Playa Vista home into the ultimate break room. Our goal was to build a creative space where employees can relax, play and feel inspired. Utilizing the existing legacy and structure of the building we custom designed furniture and items to compliment it.

## Fun Fact:

We collaborated with award winning artist Moncho 1929 to create the mural. Throughout the mural Konami Code is hidden for the engineers and developers to find.

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EST

1873

**Heineken®**



## EXPERIENTIAL / EVENT ACTIVATION

We turned a warehouse in LA into Heineken's "IT Party"; An exclusive night for their VIPs. The night was filled with food, drinks, music, games and live art. Each attendee left with a signed bottle from the live painted mural at the event.

### Client Feedback:

*Treehouse took an idea sketched out on a napkin (yes an actual napkin) and executed the perfect party. Their collaboration and creativity is unparalleled. They are truly one of the best agencies we have worked with and simply put - they get great work done. Treehouse won't bullshit you or "yes" you to death then send you a bill - they work to the brief, budget, and with the entire team. They are part of the family and we continue to send work their way whenever we need something done well and done right.*

### Video

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verizon

MATTERS





# CALL FOR KINDNESS CAMPAIGN

We worked with Verizon to help them gain grassroot traction for the Call For Kindness campaign. We partnered with artists from 40 cities across the U.S. to get their creative take on what kindness means to them. They each designed and painted a mural in their city to inspire people everyday.

## Client Feedback:

*"Our recent Kindness mural marketing campaign with Jon and his team was a huge success. We started with 10 cities and quickly added another 30 cities based on the impact of the first 10. We saw a impressive spike in engagement and were able to foster significant media impressions."*

- Allison Stevens, Events Manager, Verizon

## Video

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An aerial photograph of an industrial or commercial area. The scene features several large, flat-roofed buildings, some of which appear to be under construction or renovation. There are various structures, including a large building with a corrugated metal roof on the right and a smaller building with a red roof on the left. A road runs along the bottom of the frame, and a railway track is visible on the left side. The overall color palette is muted, with a lot of grey and brown tones. A large, white, sans-serif text overlay is centered in the image.

# ESSEX

MODERN CITY





# ART CURATION

Over the last decade, we have teamed up with many of our clients - Verizon, Heineken, TOMS & more to create unique mural and art activations.

With ESSEX we have taken that experience to the next level. Where over the past two years we have transported this empty lot to be the home of 150+ murals and one of the most instagrammed places in Texas. The future site of a mixed-use urban infill project, we worked with artists from all over the world to build a welcoming community.

**[Video](#)**

**[Website](#)**

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*Click Below For Video*









adidas®



## EVENT PRODUCTION

We worked with Adidas for their launch of the Crazy Explosive Shoe. At multiple locations we hosted a basketball tournament and interactive consumer backyard experience.

Photo moments and branded unique displays were a key factor for the brand and their engagement.

The Ball Brothers, Nick Young and other professional athletes also joined us to play basketball, show off demos & get interviewed.

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UGG  
1986  
KYLE  
KYLE  
KYLE  
FOOTAGTION  
FOOTAGTION  
FOOTAGTION

NOW PLAYING:  
Nothing 2 Lose

UGG®

THE  
NEUMEI

UGG®  
+  
FOOTAGTION★

THE  
GOLD  
GODS



## EVENT PRODUCTION

ComplexCon has quickly become the number one event to show off your product and making a splash while doing it.

Uggs teamed up with us to create a display booth to feature the latest line of UGGs in collaboration with rapper Kyle. In addition to interviews with him, we also had him paint a mural on the Uggs along with a robotic arm.

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Pioneer Dj





# EVENT PRODUCTION

Pioneer DJ each year engages us to conceptualize, brand and build their trade show booths. Whether at NAMM or EDC Las Vegas we always creatively find ways to engage the audience with their products.

To the right you can see the renderings with the finished build below.







A large crowd of people is seen from behind, looking towards a stage at night. The stage is illuminated with bright blue and white lights, and a large fire display is visible. The crowd is cheering and raising their hands. The text "TANZ SUMMERFEST" is overlaid in the center.

# TANZ

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## SUMMERFEST



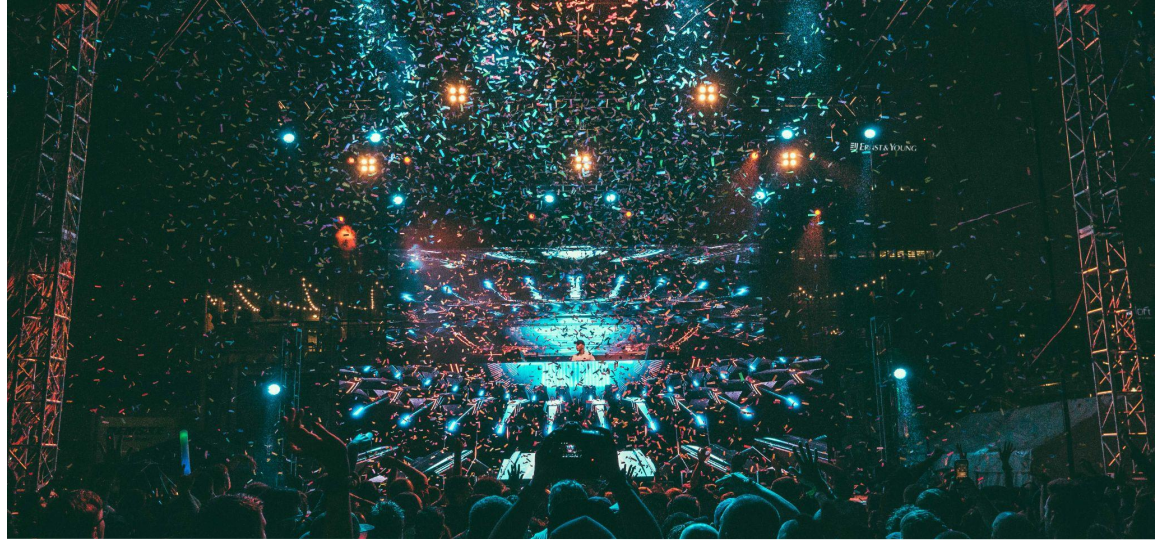


# FESTIVAL PRODUCTION

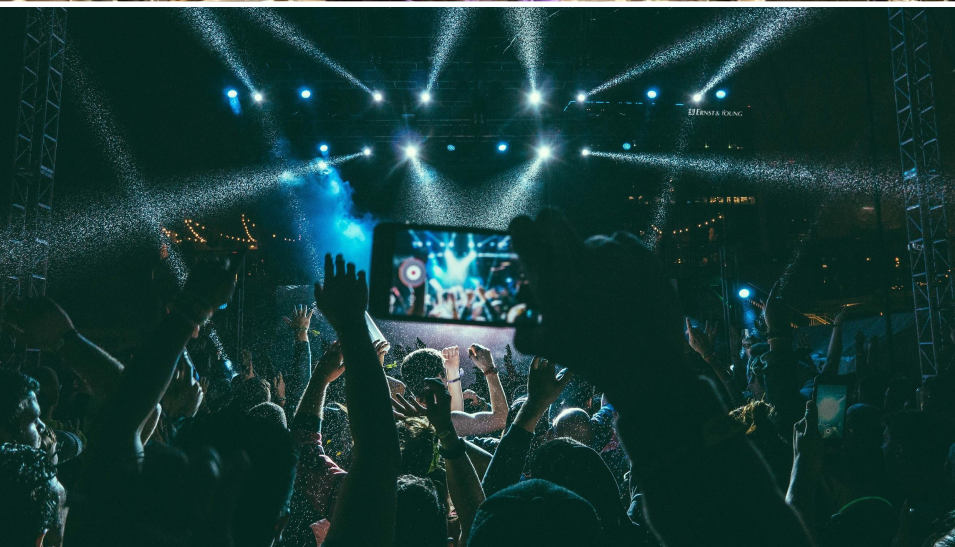
TanZ Summerfest was a multi-day, multi-stage music festival in the heart of downtown Cleveland, OH. Treehouse handled every aspect of this event from conception & design to booking talent, sponsorship fundraising & video production.

**Video**

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**[Video](#)**

**[Website](#)**

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*Click Below For Video*











# KANE

REALTY CORPORATION





## ART CURATION

In collaboration with Kane Realty Corporation, we created two downtown Raleigh murals that showcase local history. The project involved transforming blank walls into captivating storytelling structures. In 2022, we diligently searched for artists capable of crafting these large, breathtaking artworks. For the mural titled "Spill," we collaborated with fine artist Maya Freelon, whose work was translated from a canvas piece onto this wall by artist Artie Barksdale. Additionally, artist Kate Lewis and her team came in to paint historic and native North Carolina birds and trees as a landscape depiction on the separate garage wall.

**[Video Link](#)**

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# CLIENTS







# THANK YOU

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