

WICREATIONS

WICREATIONS

PROJECTS

WI

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COMPANY PROFILE

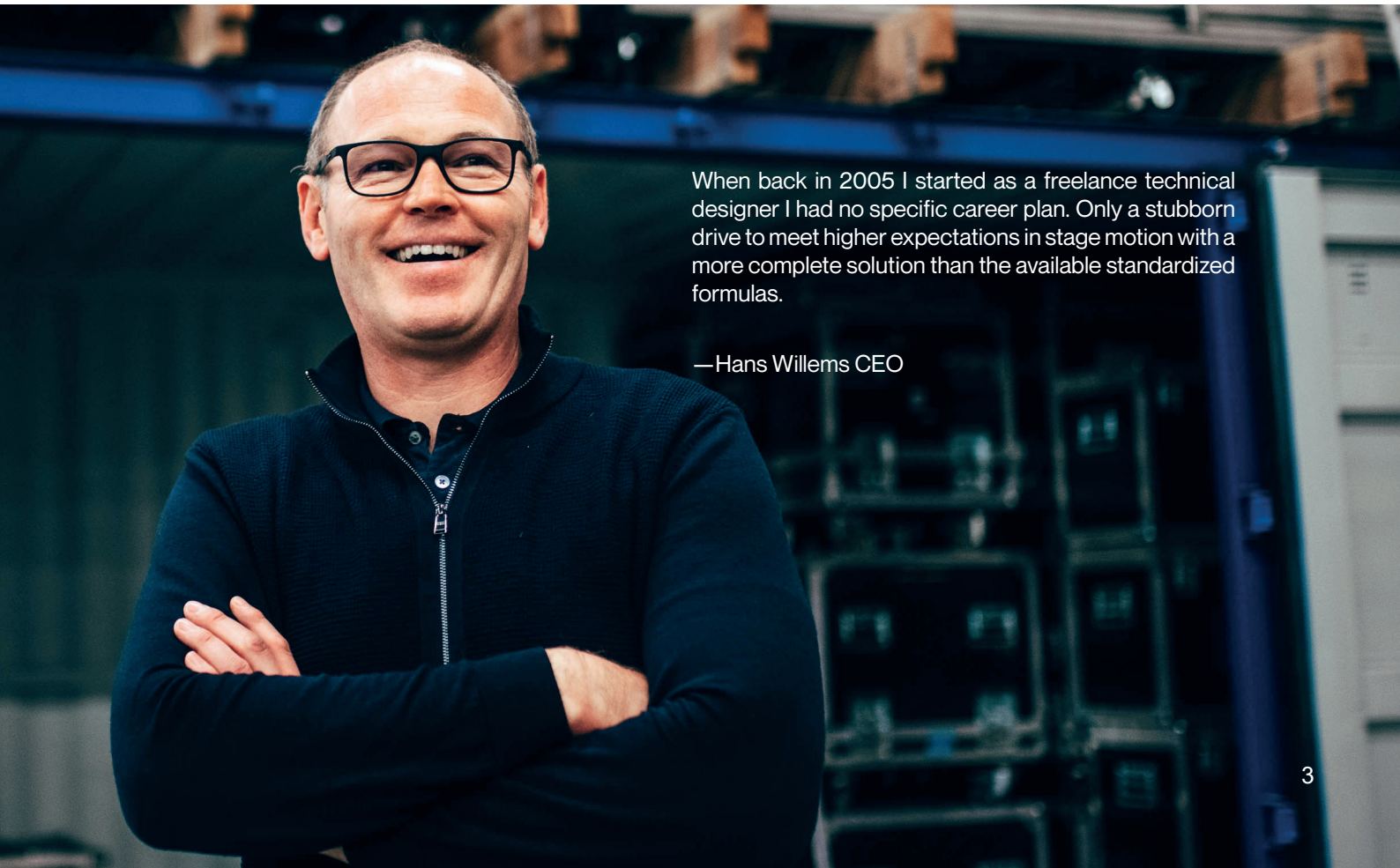
01

WICREATIONS is a Belgian based company and world player specialized in automation, scenic and staging solutions for the global live event sector. With a dedicated core team of 50 professionals and a worldwide network of freelancers, WI have by now successfully delivered 350+ projects across the globe for major artists such as Roger Waters, Beyoncé and Ed Sheeran as well as for local productions, shows and Studio 100 musicals in Belgium and the Netherlands.

Besides concerts and touring, our portfolio spans a wide range of creative markets including festivals, television and film productions, fashion, automotive, brand launches, corporate events and ceremonies.

- Project Management
- 360° Integrated Motion
- Stage Systems
- Deck Solutions
- Scenic & Structures
- Automated Rigging

STAGE MOTION PIONEER



When back in 2005 I started as a freelance technical designer I had no specific career plan. Only a stubborn drive to meet higher expectations in stage motion with a more complete solution than the available standardized formulas.

—Hans Willems CEO

FACTS & FIGURES

WI FROM BELGIUM

- Since 2005
- Founder: Hans Willems
- Payroll : 48
- Average pool of freelancers: 200+
- Shows from 2005 up to now: 350+
- Action radius: international
- Creative markets : concerts & touring, festivals, theme & amusement parks, theatre & musicals, sports, brand activations, corporate & TV
- Top regions: Europe, US, UK & Middle East
- Recent Awards : TPI nominee 2020, 2021, 2022, 2023, 2024, 2025, 2026
- Winner TPI Green Award 2024
- AFAS Better Business Award for Best ERP Customer 2024

WI DO PROJECTS

Projects are our core. Projects that require prime motion technology expertise to create poetic, unique and spectacular upper and lower stage effects and experiences. Besides motion, WI are also specialized in 360 modular stage systems, advanced deck solutions, scenic and structures.

The whole idea of our business is to technically translate the genius of our customers into exclusive visual experiences. With a wide range of load monitoring and internationally certified automation products such as stage elevators, fly winches, hoists, tracking systems, turntables and rotators all available in our rental fleet, we can offer solutions tailored to a wide range of desired end games. Standard or complemented with custom fabricated elements.

WI are specialized in end-to-end projects for both global and local live productions.

TAKE THAT, ROTATING STAIRS



WIMOTION 360°

03

MOTION IS OUR HEART

Heart of WICREATIONS is our proprietary and highly innovative 360° motion system covering not only software but also hardware electronics as well as a wide range of products for automating live experiences products with a control scope of up to 250 devices.

Motion can range from simple elevation to the most complex configurations allowing synchronized control of a variety of scenic & staging objects. Dynamic video content, light devices and immersive sound systems can fluidly be integrated in the WIMOTION system to be synchronized from 1 single desk together with the other automated elements of a show.

In this way the most spectacular effects can be created to make a show unique.

Engineered as a 360° platform, WIMOTION meets the need of designers, producers and productions to be able to synchronize all automated motion elements of a show from 1 single integrated system.

WIMOTION ECOSYSTEM

WIMOTION integrates field experience from 250+ projects over the years resulting in a transparent, user friendly and fun to work with ecosystem for a variety of expertise user profiles in the live event business. The ecosystem also allows motion teams to easily collaborate in full sync from different locations with operators of various disciplines such as lighting, video, sound, SFX and others. Upfront full show pre-programming via cloud collaboration is possible as well as show design at home with direct system feasibility feed back from our software.

LOCAL HEROES

DJ SNAKE: DYNAMIC VIDEO/LED AND IMMERSIVE SOUND

The WIMOTION ecosystem has been specifically developed to allow every skilled entertainment professional to design his or her own unique stage motion in a user friendly and safe way. The platform is also deliberately expandable, flexible and user friendly thus also allowing local productions, more intimate activations and smaller venues to upgrade their stages with some cool motion effects in an agile way. Motion no longer a rocket science is our key strategic ambition. That's why we also created budget friendly off the shelf motion solutions.



As one of the few motion solutions in the world, WIMOTION is compliant with the EN17206 standard allowing the most spectacular show effects in a guaranteed safe way.

STRUCTURE

04

PROJECT MANAGEMENT



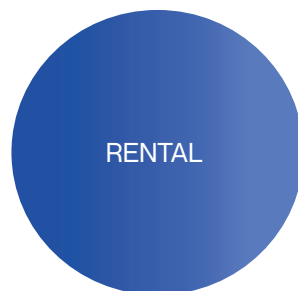
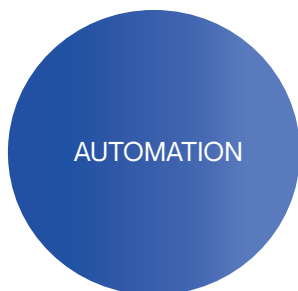
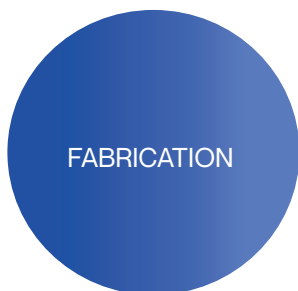
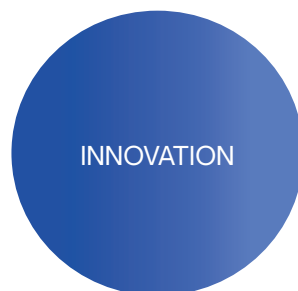
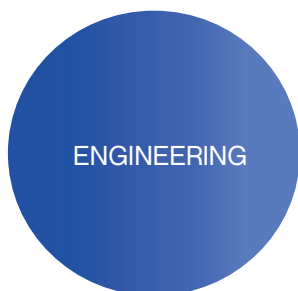
KOEN PEETERS
KEY ACCOUNT



GEERT STOCKMANS
KEY ACCOUNT



RAF PEETERS
KEY ACCOUNT



Performance, maximum output and peace of mind for our clients, that's what it's all about.

PROJECT FLOW



- TECHNICAL SCOPE
- BUDGET & TIMING
- PRE ENGINEERING
- LOAD IN/OUT
- TRANSPORT & VENUES



- DESIGN & ENGINEERING
- RENTAL INTEGRATION
- CUSTOM FABRICATION
- 3D & PREVIS
- RISK ANALYSIS & LICENSING
- AUTOMATION & SYSTEM INTEGRATION



- PRE PROGRAMMING
- MANUALS & TECHNICAL DRAWINGS
- TRANSPORT & CARNET
- CREW & VISA



- LOAD IN / OUT
- OPERATION
- ONSITE SUPPORT
- MAINTENANCE



- LOGISTICS
- DEEP STORAGE



SAFETY



PRECISION



EFFICIENCY



INTEGRATION



RELIABILITY

REASON WHY

06

MISSION STATEMENT

It is our mission and strong belief that the magic of live events touches people into their deepest emotions and unites them in a powerful collective vibe the world needs to be a good place.

WI PHILOSOPHY

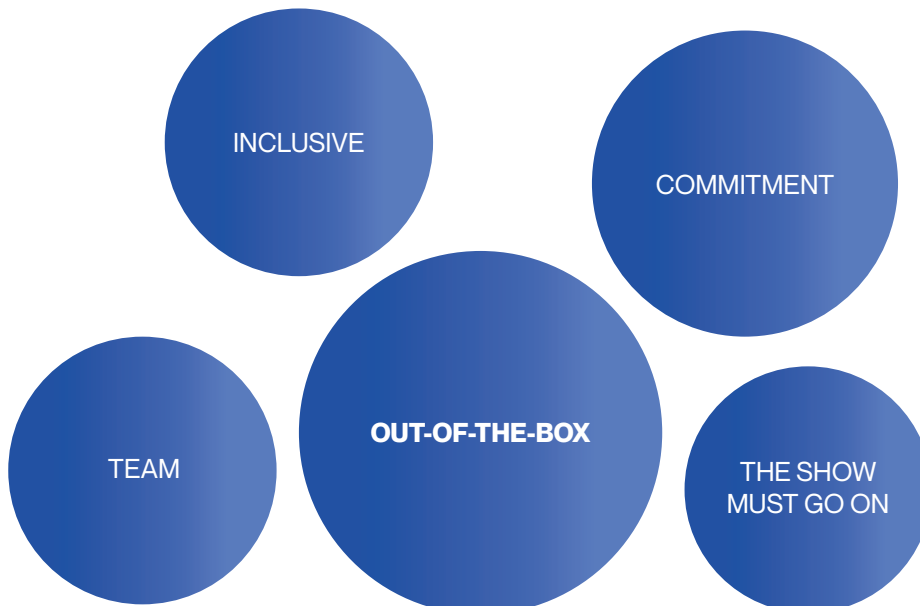
Motion automation within everybody's reach

Our business concept is to provide an as large as possible range of innovative, durable and complete solutions in stage motion user friendly to such a level that everyone involved in the creative and technical elements of scenic & staging can fully benefit from them.

CORPORATE VALUES

- Do what you promise
 - Always deliver top notch
 - Never stop exploring
 - Everybody is a star
 - Love planet, people and nature
- TRUST**
VALUE
INNOVATION
INTEGRATION
SUSTAINABILITY

WI CULTURE



WI have embarked on a journey to become a sustainable gamechanger in the live event sector



Official participant of the Voka Sustainable Business Charter (VCDO) Voka - KvK Mechelen-Kempen

WICREATIONS

For developing a sustainability policy in the year 2022 and the implementation of actions in line with the sustainable development goals of the United Nations.



Driving principles of all WI actions



Alertness to always consider the most sustainable approach in every action big or small we undertake



Equal respect, opportunities and a non judgemental environment for everyone



Support for ideas that aid the achievement of new green technologies and sustainable targets

UNITED NATIONS

WI sure are very innovative as to our core business, but the last couple of years WI increasingly felt the need to do more and give back to nature, planet and people. September 2021 we stepped into the 3-year UN sustainability program supported by VOKA, the Belgian Chamber of Commerce.

In 2023 WI succeeded for round 1. In 2024, our efforts were recognized with the prestigious TPI GREEN AWARD.

SDGS & ACTIONS

Since 2022 12 actions have been realized within 10 SDG's divided over 5 overarching UN pillars.

- PEOPLE - 4 actions: SDGS 2, 3, 4
- PLANET - 1 action: SDG 12
- PARTNERSHIP - 1 action: SDG 17
- PEACE - 1 action: SDG 16
- PROSPERITY - 5 actions: SDGS 7, 8, 9, 11

In 2025 we took up the second phase of our sustainability journey with 12 new actions. Focus now lies on circularity and rethinking of our rental flows and approaches.



TPI Green Award 2024

PRODUCTS & EFFECTS

OVERVIEW

With a wide range of internationally certified automation products such as stage elevators, fly winches, hoists, tracking systems, turntables and rotators all available in our rental fleet, we can offer solutions tailored to a wide range of desired end games.

All WI products listed below are available for productions on a rental basis, standard or complemented with custom fabricated elements from small adaptations to fully customized.

WI have a comprehensive toolbox for automating shows and live experiences.

08

VERTICAL MOVEMENT



WIHOIST



ELEVATOR TP03



ELEVATOR TP04



ELEVATOR TP05



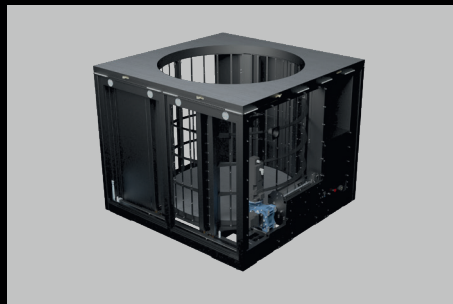
ELEVATOR TP06



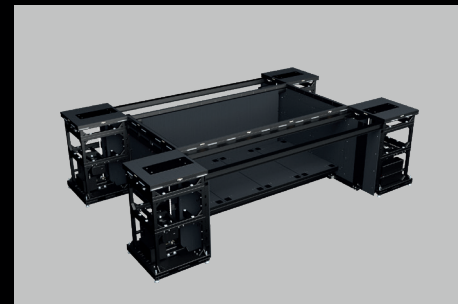
ELEVATOR TP07



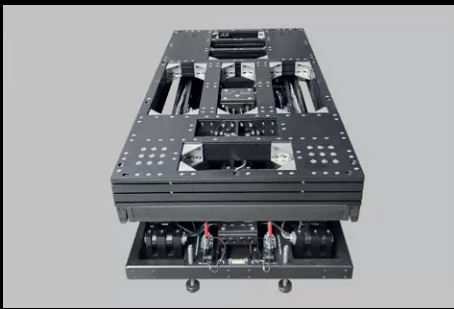
ELEVATOR TP08



ELEVATOR TP10



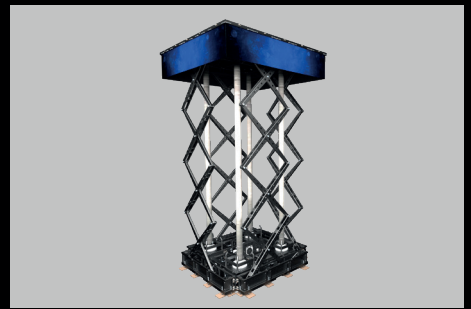
ELEVATOR TP11



ELEVATOR PC02



ELEVATOR PC03



ELEVATOR SP12



BAND WINCH



POWER DATA WINCH



PERFORMER WINCH



ROLLDROPS

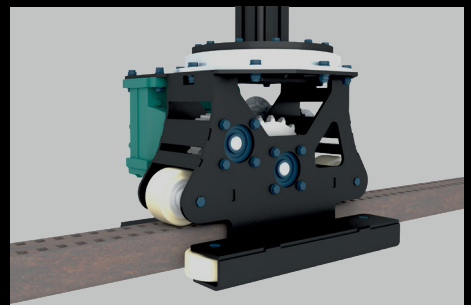
HORIZONTAL MOVEMENT



TOURING TRACK



FLEX TRACK



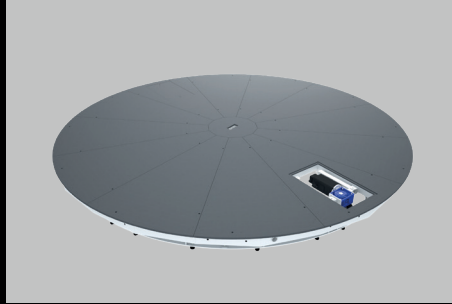
GROUND TRACK

Please take a look at our RENTAL pages for technical details and projects showcasing our motion effects, stage systems and other structures.

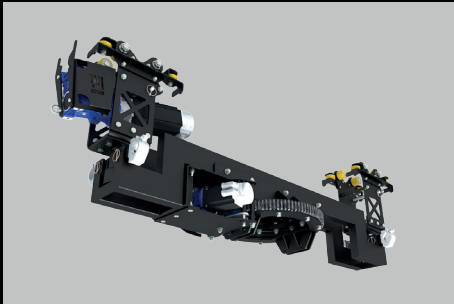
CIRCULAR MOVEMENT



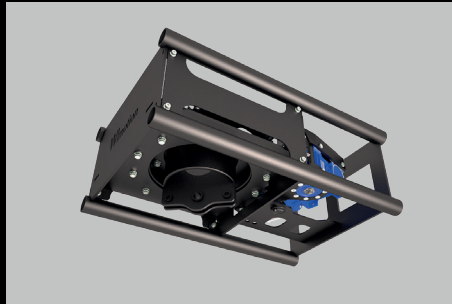
ROTATING BRIDGE



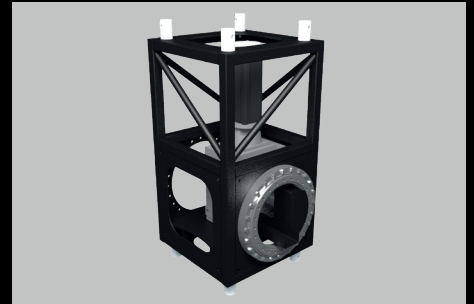
TURN TABLE



ROTATOR TP02



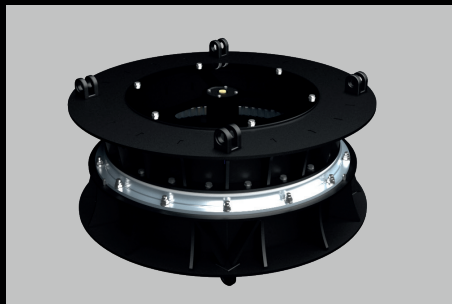
ROTATOR TP03



ROTATOR TP04



ROTATOR TP05



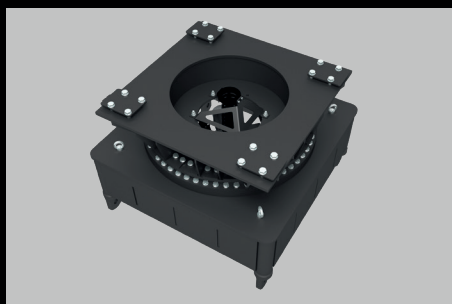
ROTATOR TP06



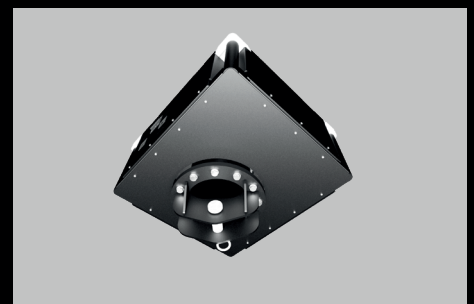
ROTATOR TP07



ROTATOR TP08



ROTATOR TP09



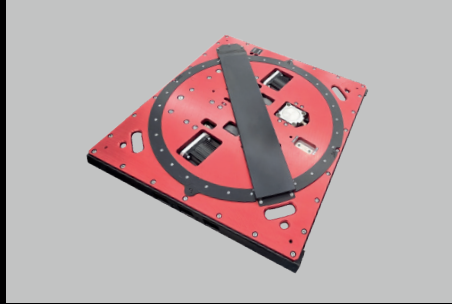
ROTATOR TP10

Please take a look at our RENTAL pages for technical details and projects showcasing our motion effects, stage systems and other structures.

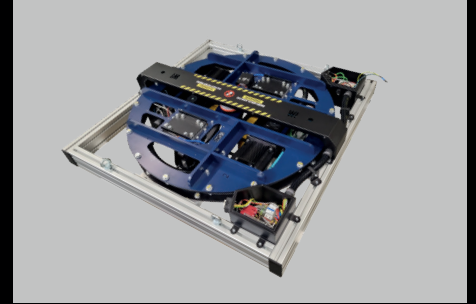
WAGONS



DUA

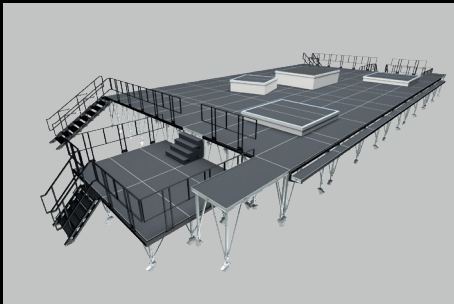


DUB 30

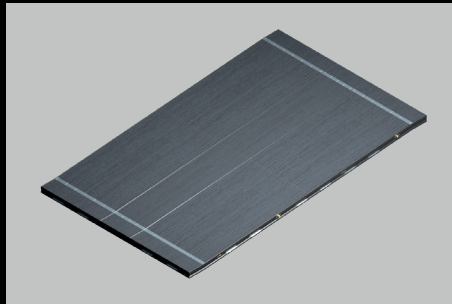


DUB 40

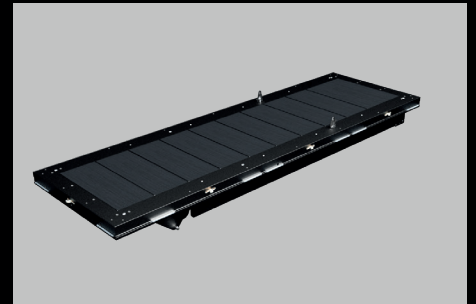
STRUCTURES



WISTAGE



RAMPS



PANTOGRAPH STAIRS

Please take a look at our RENTAL pages for technical details and projects showcasing our motion effects, stage systems and other structures.

www.wicreations.com/rental

TECH & SHOW REEL

09



For backstage and technical footage,
[click here](#) or scan the code below
and enjoy our **TECH REEL**



For live effects automated by WI products,
[click here](#) or scan the code below
and enjoy our **SHOWREEL**



PROJECTS

Overview of WICREATIONS shows and a selection of highlights.

Check www.wicreations.com/cases for deep dive into more cases.

2025

- Playstation (EU + US)
- Cirque Du Soleil - Ovo (Touring)
- Lift You Up (BE)
- Eurosong Preselection (BE)
- Simply Red 40 YEARS (UK)
- Forever Global Rally 2025 (FR)
- Joy Awards (SA)
- Ed Sheeran MATHEMATICS TOUR (EU)
- [Chris Brown BREEZY BOWL XX \(EU\)](#)
- F1 Season Launch (UK)
- IAM (FR)
- Louane SOLO TOUR (FR)
- [Robbie Williams BRITPOP TOUR 2025 \(EU\)](#)
- OTW by Vans (IT)
- WeCanDance Festival (BE)
- Trounwiessel (LU)
- Toyota Lexus (EU + US)
- Radiohead EUROPE TOUR 2025 (EU)
- Brussels Airlines (BE)
- K3 Originals Reunion (BE)
- Tomorrowland Bird Entrance (BE)
- Anna Vissi (GR)
- Voodoo Village Festival (BE)
- Victoria Secret (US)
- Schlagerboom (De)
- Rowwen Hèze (NL)
- IBTM World Barcelona (SP)



Chris Brown | BREEZY BOWL XX

3D flying act with massive visibility on social media, especially millions of views on TikTok.

WI have been called in for the technical coordination and execution of this spectacular and complex aerial performance deployed during the European leg of the tour. The Chris Brown flying act was performed flawlessly during every show. Perfectly safe in compliance with the rigid EN17206 standard and only made possible thanks to our powerful WIMOTION automation platform.

2024

- Victoria Secret (NY, USA)
- UEFA (DE)
- Bad Bunny (USA)
- Ayliva (DE)
- Take That (UK & EU)
- Studio100 Musical, 40-45 (NL)
- Camille (BE)
- Formula E 2024 Awarding Ceremony (SAU)
- Cirque Du Soleil - OVO (IT)
- Travis Scott (USA)
- Eurosong 2024 (Swe)
- Louis Vuitton (FR)
- Clouseau 40 (BE)
- TAYC (FR)
- (...)



TAKE THAT | This Life On Tour

Kick off Utilita Arena Sheffield on 13 April 2024. We can safely conclude that for this amazing show both main stage and B-stage are almost entirely WI fabricated and motion controlled. The impressive main stage with WIDECK system has various stairs and a platform height set at 1950mm. Highlight is the unique white finishing. Our standard lift TP05 has been integrated to elevate performers from floor level to the top of the staircase structure. The TP07 moved technicians and performers invisibly from under the stage while TP03 lift masts at the very downstage created a 5m x 2m piano lift. Add rolling band risers SL and SR and automated pantograph stairs. The spinning B-stage at 1,35m above the field at the center of the venue, has the same look and feel as the main stage and a 5m diameter elevating circular rotating centre part allowing Take That to perform really close to their fans. Centre pieces of this visually amazing show are undoubtedly the 2 massive staircase structures that move both on and offstage as well as down or upstage and spin 360°.

2024

VICTORIA'S SECRET



Victoria's Secret fashion Show

Full automation for this top notch production hosted in NY at the prestigious Brooklyn Navy Yard. WI brought in 10 huge rotating scenic panels (one side LED/ the other decor panels) installed on a WI-Track, the inner 8 attached to TP07 rotators. On top we integrated 4 stage lifts to empower the dramatic effect of this visually overwhelming spectacle. The screens allowed the models and performers to enter and exit the stage and were also used for unforgettable effects e.g. the overwhelming middle view on the East River during the show. The client provided the 3 lift platforms. WI did the scaffolding integration. Each platform was controlled by 4xTP30 800kg hoists and used to enter and exit the stage. 1 lift platform raised by 4xTP06 lifts was used to raise models but also larger props such as a piano. The supporting structure was our responsibility while the client did the finishing. A magnificent show and a powerful runway translation of the brand's new illuminated vision.

2023

- CDS - Helene Fischer (DE)
- Lewis Capaldi (UK)
- ATEEZ (UAE)
- Mylène Farmer (FR)
- Studio100 Musical, Vergeet Barbara & Red Star Line (BE)
- Moose Bar XXL (BE)
- Måneskin (IT)
- Zillion Illuminati (BE)
- Eurosong 2023 (UK)
- Saudi Arabian National Games (UAE)
- Special Olympics World Games (DE)
- (...)

EUROVISION
SONG CONTEST
UNITED KINGDOM
LIVERPOOL 2023

Eurosong 2023

Adding MOTION to EMOTION. Proud to have been partner for the stage automation system for the 7 ESC23 moving LED screens for the UK hosted Eurovision Song Contest 2023 on behalf of Ukraine. With 150+ million viewers and a massive online presence, Eurovision is the biggest music competition worldwide and therefore on the bucket list of everyone who operates in the sector.

2022

- Cremonini (IT)
- Ed Sheeran (EU/UK)
- Metal Moose (BE)
- TOMORROWLAND (BE)
- Rammstein Stadium Tour (EU/US)
- Westlife (UK)
- (...)

ED SHEERAN | Mathematics World Tour

The grandeur and complexity of this stage takes an expert vision to understand. What might look easy going and approachable to the audience, just like the artist himself, in reality has a great deal of extremely technical complexity built in. Starting with the automated rigging of the led rings around the 6 red steel towers each one with 7 mast hoops of different sizes placed in a circle and tilted at 15° outwards.

Masterpiece remains the 42 ton and 17m diameter levitating central halo chandelier, hung from a cablenet and masts only: a colossal and magnificent see-through video scenery that goes up and down during the show having 16 motion controlled winched led chandeliers inside. Any clue why we love to refer to the Sheeran halo as 42 tons of motion madness? And because of #madebywi: safe madness.

2021

- Opera House Göteborg (SE)
- Daens the Musical (BE)
- One (NL)
- Rolling Stones Tour (USA)*
- ABBA Voyage, PML Theatre, London (UK)
- Studio100 Musical '40-'45 Het Verzet (BE)
- Samson & Marie (BE)
- Rammstein Stadium Tour (EU/US)
- Westlife Tour (UK)

ABBA Voyage | London

Every once in a while, a show concept comes along that revolutionizes the business. ABBA VOYAGE is such a concept. Throughout the production the audience is led on a magical 1970's glittery nostalgia high. Stage motion in this context must be seen as an extra dimension to support the augmented reality sensation on which WI embarked early 2020.

A semi fixed installation was installed comprising a tracking system and brackets for 12 side screens, motion for 10 moving light trusses, 4 unique mist rings and 3 motion controlled roll drops, the largest with a 12m span (!) custom built for ABBA and a world's first. The VOYAGE stage behind the scenes is of an unseen complexity with details refined and returned to absolute perfection. WI input is 'huge' meaning it consists of so many motioned devices in so many combinations and integrations, that it allows the production to constantly vary on their stage design and create many different effects. Hans Willems – WI CEO

For an overview of all WI PROJECTS since 2005, please view or download ABOUT WI on the PRESS section of our website [Pressroom | WICREATIONS](#)



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