WhiteCrowShow x equidim

WE DESIGN THE MOMENT BEFORE IT EXISTS.

GLOBAL CREATIVE PORTFOLIO



WHITECROWEQUIDIM.COM

LIVE PERFORMANCE & SCREEN CONTENT







NOT A SHOW.
A WORLD.

Story, performers, visual worlds and technology - developed as one complete audience experience. Every element conceived together, delivered as one.

SHOWREEL

WHITECROW X EQUIDIM

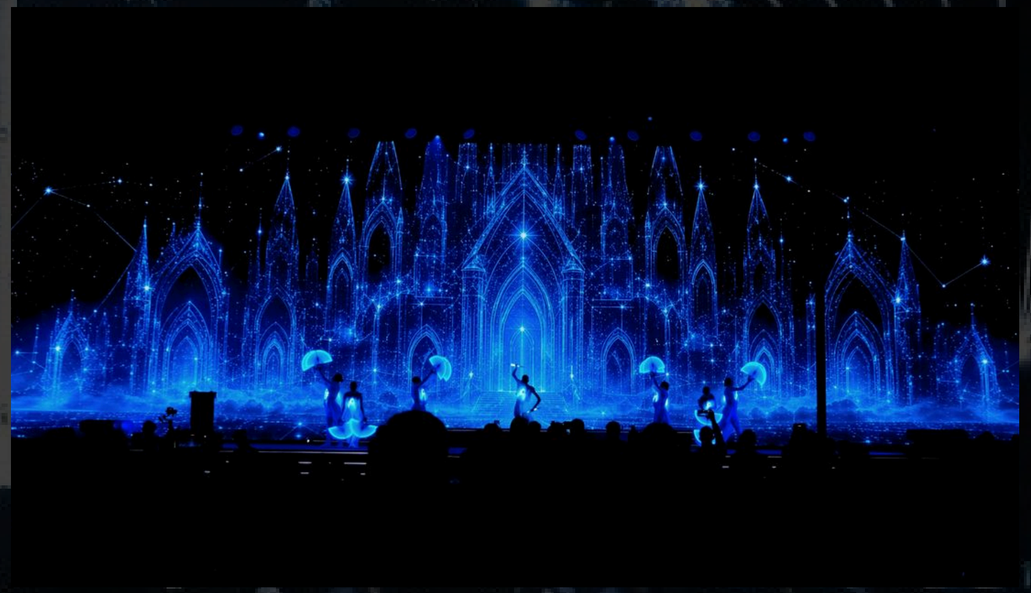
Two Forces.
One Unbroken Vision.

WhiteCrow - The Live Human Experience.



SHOWREEL

Equidim - The Cinematic Visual World.



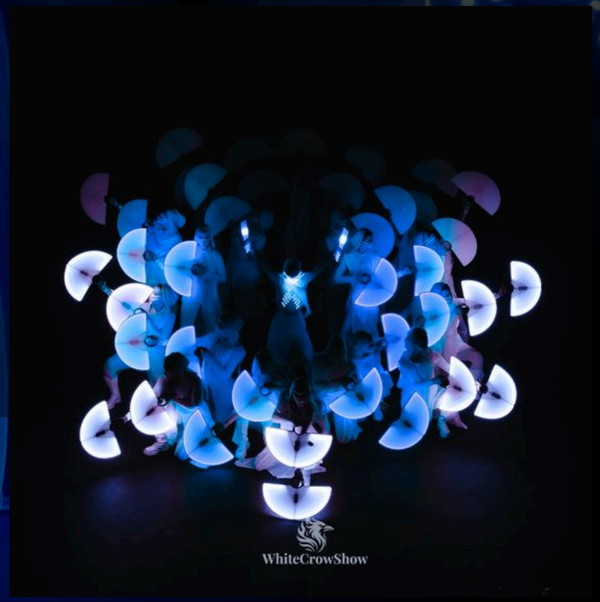
SHOWREEL

WHITECROW

WhiteCrowShow

The Human Energy On Stage.





SHOWREEL

WHITECROW

Direction, choreography, performers, costume, props, rehearsals and on-site execution - every human element crafted with precision and intention for the live stage.

WHITECROWSHOW

Creative Concepts Development

WhiteCrowShow

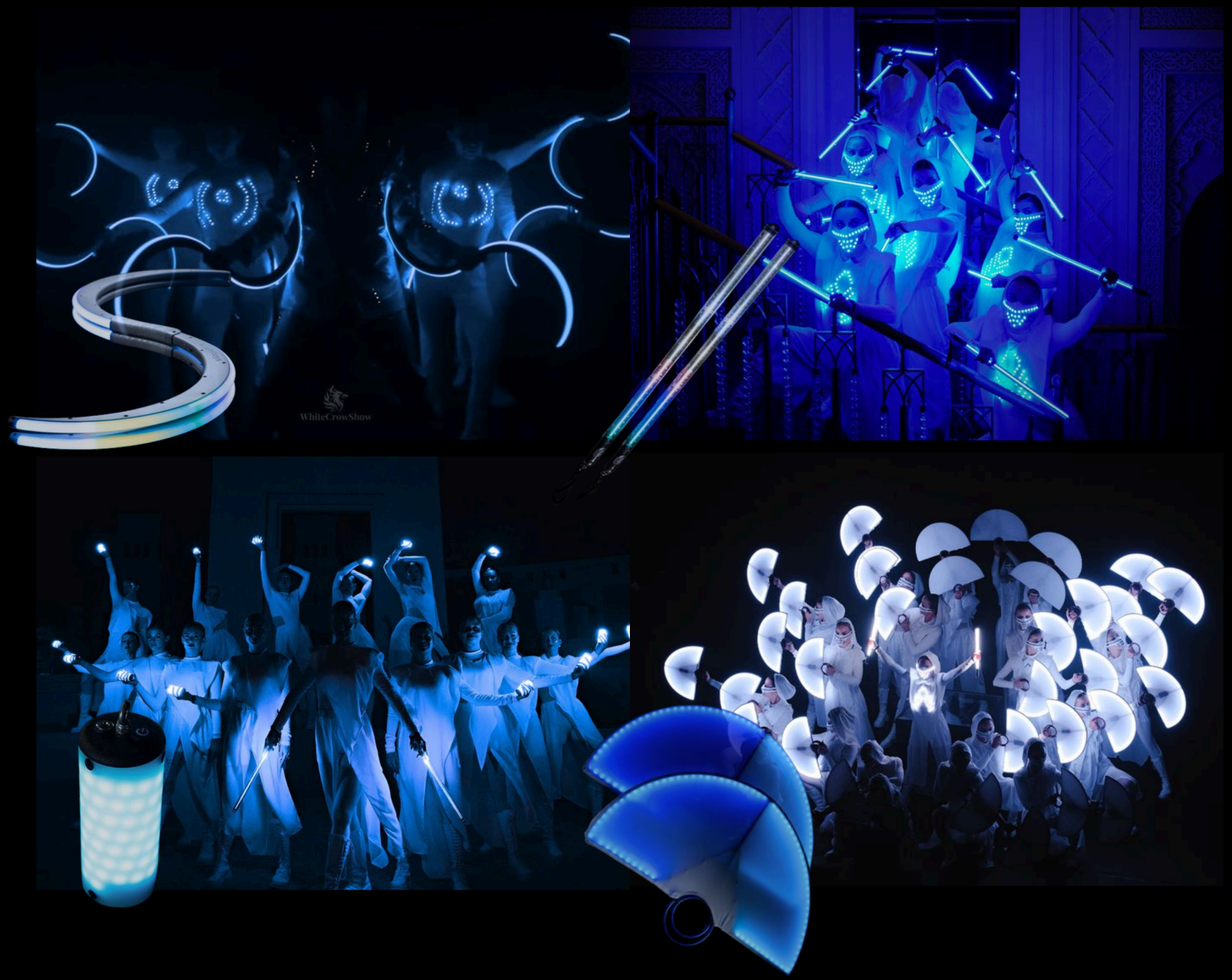







We design holistic stage shows, carefully crafting narrative structures, spatial dynamics, and immersive environments. Every concept is meticulously tailored to amplify your core message, ensuring a seamless integration of live performance, screen mapping, and synchronized stage lighting before a single element is built.

WhiteCrowShow



Programmable Light Technology & Props

We elevate live performances through cutting-edge, programmable light technology. Our extensive assortment of synchronized props includes high-resolution **Pixel Poi**, **LED Fans**, **LED Buugeng**, and **Light Orbs**. Each prop is expertly coded to map flawlessly to the overall visual environment and musical timecodes.

LED TECNOLOGY

WHITECROW

LED Costumes Production

WhiteCrowShow

Our in-house production team engineers custom LED costumes that push the boundaries of stage design. Utilizing high-quality, individually programmable chips, we integrate brilliant lighting directly into garments of any shape or complexity.









LED COSTUMES PRODUCTION

WhiteCrowShow

On-Site Services

Direction & Stage Management: We lead rigorous on-site rehearsals, precision stage managing, and professional show calling to keep every sequence running perfectly on cue.

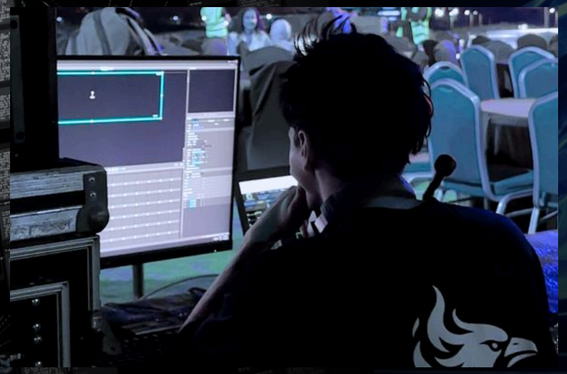
Technical Synchronization & Coordination: We deliver meticulously constructed timecoding for all show cues, ensuring absolute harmony between human performance and technical systems.

Aerial & Pyrotechnic Integration: We provide expert coordination for drone shows and fireworks, flawlessly aligning macro-scale aerial elements with the core stage performance

The Visual World

EQUIDIM

Our studio transforms bold concepts into production-ready visual assets using an AI-driven pipeline. We specialize in high-end solutions for real estate masterplans, technological keynotes, and luxury marketing campaigns. By shifting from traditional, restrictive rendering to AI-assisted generation,



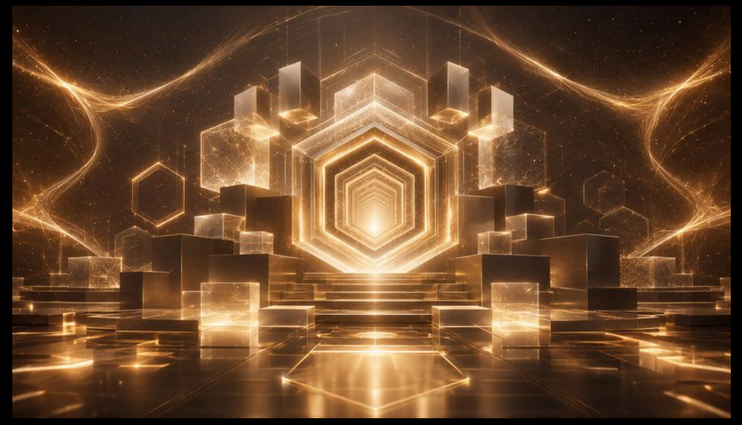




SHOWREEL













NARRATIVE WORLDS

BRAND CONTENT — TRANSITIONS

STAGE LOOPS

Technology Moves Fast. Taste Leads.

Exploration

Production

Composition

Detail

Approval

Every technical decision is led by creative intent. We command the tools; the tools never command the work.

Versatile Screen Solutions: We work seamlessly with all display types, sizes, and resolutions.

End-to-End Technical Execution: We handle the entire technical pipeline, flawlessly adapting content for any custom stage structure or complex mapping.

Uncompromising Visuals: We exclusively produce and deliver ultra-high-definition, premium-quality video content.

EVERY FORMAT. ONE STANDARD.

Six production formats. One uncompromising creative standard across every live and cinematic context.

- LIVE SHOWS
- CORPORATE EVENTS
- OPENINGS & LAUNCHES
- CUSTOM SCREEN CONTENT
- IMMERSIVE INSTALLATIONS
- CULTURAL EXPERIENCES

01 — 02

BRIEF · DIRECTION

Every project begins with a single clear brief - transformed into a bold creative direction that unifies all disciplines from day one.

03 — 04

STORY · PERFORMANCE

The story is shaped into live performance - movement, costume, props and energy choreographed into one seamless human experience.

05 — 06

VISUAL PROD. · SCREEN

Screen worlds are built in parallel - cinematic visual production adapted precisely to the stage canvas and technical environment.

07 — 08

REHEARSAL · DELIVERY

Weeks of rehearsal converge into flawless on-site delivery - every cue, frame and performer locked in perfect continuity.



Every World Starts With Why.

Every project begins with a single question: why does this moment need to exist? From the first brief, we build a creative foundation - evolving raw notes into moodboards, then into storyboards that lock narrative, emotion and visual language before a single performer steps on stage.

MESSAGE · What must this experience say?

AUDIENCE · Who will carry this memory forward?

EMOTION · What must they feel in the room?

ENVIRONMENT · What space will this world inhabit?

WHITECROW X EQUIDIM











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MOVEMENT BECOMES MEANING.

Every performer is a living visual element - shaped by direction, costume, props, light and screen. Movement is choreographed in full continuity with the visual world behind it.

Movement - Costume - Props - Light - Screen Sync

LIVE PERFOMANCE



DELIVERED PROJECTS

“SOBHA SANCTUARY” LAUNCH by WhiteCrowShow x equidim

Client Need: A large-scale immersive show to unveil a new nature-surrounded real estate development.

Creative Idea: A sensory journey immersing the audience into various elements of nature, driven by programmable lighting and synchronized screen storytelling.

Scope of Work & Roles:
WhiteCrow**:** Choreography & movement design, talent casting, original music & voiceover integration, timecode synchronization, stage management, costume & custom props design, and light technology programming.
Equidim**:** Creative direction for the storyline, screen visual production, and multimedia design.

Delivery : Dubai, January 2026



CASE STUDY 1



“SOBHA STARS” LAUNCH by WhiteCrowShow x equidim

Client Need: Two immersive shows (an opening and a reveal sequence) to launch a new property centered around a celestial theme.

Creative Idea: An immersive dive into a starry universe and crystal kingdom, utilizing dynamic programmable light integration and screen narratives.

Scope of Work & Roles:
WhiteCrow: Choreography & movement design, talent casting, original music & voiceover integration, timecode synchronization, on-site show control and light technology programming.
Equidim: Creative direction for the storyline, screen visual production, and multimedia design.

Delivery : Dubai, August 2026



CASE STUDY 2

“25ADX” CELEBRATION by WhiteCrowShow

Client Need: An immersive show featuring a detailed corporate storyline, synchronized with a drone and fireworks display to create a holistic experience.

Creative Idea: A compelling narrative tracing the company’s path from its roots to the future, brought to life through programmable light and screen storytelling.

Scope of Work & Roles:
WhiteCrow: Concept & creative direction, choreography & movement design, talent casting, original music & voiceover, drone & fireworks timecoding, stage management & show calling, costume design, light technology programming, and screen/multimedia design.

Delivery : Abu Dhabi, November 2025



CASE STUDY 3



“UD/KUZER” TRUCKS LAUNCH by WhiteCrowShow

Client Need: A powerful, high-energy show to highlight the character, strength, and durability of a new line of trucks.

Creative Idea: A dynamic, fire-themed visualization exploring the raw connection between human energy, fire, and machine power.

Scope of Work & Roles:
WhiteCrow: Concept & creative direction, choreography & movement design, talent casting, original music & voiceover, timecode synchronization, stage management & show calling, light technology programming, and screen visual production.

Delivery : Dubai, January 2026



CASE STUDY 4



WhiteCrowShow

“ARAMCO” SPORTS CHAMPIONSHIP by WhiteCrowShow

Client Need: An immersive, dynamic show designed to showcase athletic power, community connection, and team spirit.

Creative Idea: A high-impact, kinetic performance driven by programmable light sequences and a unifying on-screen visuals.

Scope of Work & Roles:
WhiteCrow: Concept & creative direction, choreography & movement design, talent casting, original music & voiceover, timecode synchronization, stage management & show calling, light technology programming, and screen visual production.

Delivery : Saudi Arabia, April 2026



CASE STUDY 5

“DEYAAR” BROKERS AWARDS by WhiteCrowShow CEREMONY

Client Need: An elegant, contemporary immersive show to celebrate broker growth, success, and triumph.

Creative Idea: A refined contemporary performance accompanied by a sophisticated visuals and synchronized programmable lighting.

Scope of Work & Roles:
WhiteCrow: Concept & creative direction, choreography & movement design, talent casting, original music & voiceover, timecode synchronization, light technology programming, and screen visual production.

Delivery : Dubai, January 2026



“ILVENTO” LAUNCH by WhiteCrowShow

Client Need: An immersive, large-scale performance to introduce a major new property development.

Creative Idea: A powerful, contemporary showcase defined by an impactful, immersive light show and a strong on-screen narrative.

Scope of Work & Roles:
WhiteCrow: Choreography & movement design, talent casting, original music & voiceover integration, stage management & on-site control, light technology programming, and screen visual production.

Delivery : Dubai, November 2025



CASE STUDY 7

“TEZSPIRE” LAUNCH by equidim

Client Need: Two specialized visual screen content pieces featuring medical elements and a storyline explaining the integration of a new medicine.

Creative Idea: A fully AI-generated visual journey showcasing the company’s symbol traveling through the human body system to illustrate the medicine's mechanism of action.

Scope of Work & Roles:
Equidim: Creative direction for the storyline, AI content generation, screen visual & multimedia design, and original music & voiceover integration.

Delivery : Dubai, May 2026





CASE STUDY 8

“M-HERO” CAR LAUNCH by equidim



Client Need: Premium visual screen content featuring a specific storyline to accompany a new car reveal.

Creative Idea: A fully AI-generated cinematic sequence following the car's transformation as it traverses dynamic landscapes, showcasing its excellence and raw power.

Scope of Work & Roles:
Equidim: Creative direction for the storyline, AI content generation, screen visual & multimedia design, and original music & voiceover integration.

Delivery : Dubai, June 2026





“SOBHA STARS” LAUNCH by equidim

Client Need: Two premium, immersive visual content sequences (opening and reveal) for a celestial-themed property launch.

Creative Idea: A deep visual immersion into a stunning world of stars and an ethereal crystal kingdom, fully realized through advanced visual generation.

Scope of Work & Roles:
Equidim: Creative direction for the storyline, AI content generation, screen visual & multimedia design, and original music & voiceover integration.

Delivery : Dubai, August 2026







Why Clients Work With Us

01

ONE CONNECTED TEAM

Live direction and cinematic content developed by one unified creative team. Zero handoff gaps.

02

CREATIVE CONTROL

Detailed oversight across every stage - from brief to final screen. Nothing is left to chance.

03

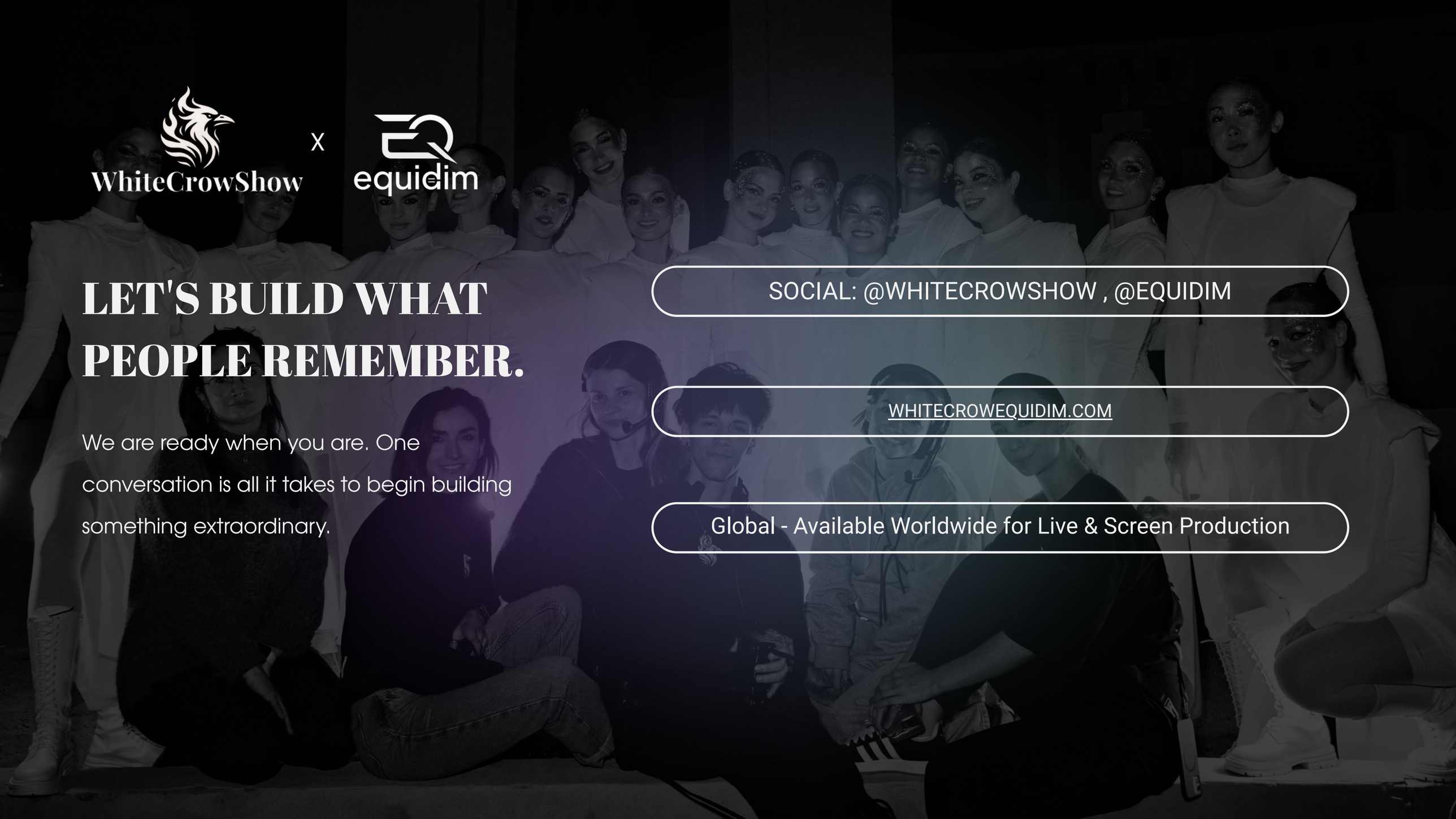
STRONG CONTINUITY

Visual language, narrative and performance remain coherent from concept through to live execution.

04

GLOBAL DELIVERY

Production-ready delivery for international venues, brands and events. Built for any scale, any stage.



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LET'S BUILD WHAT PEOPLE REMEMBER.

We are ready when you are. One conversation is all it takes to begin building something extraordinary.

SOCIAL: @WHITECROWSHOW , @EQUIDIM

WHITECROWEQUIDIM.COM

Global - Available Worldwide for Live & Screen Production