

KAKAHA

EXPERIENTIAL AND SPATIAL
CREATIVE TECHNOLOGY SHOP

LONDON
HAMBURG
KYIV



WE ARE

We are a digital production shop specialized in developing and introducing emerging technology into impactful and interactive experiences that bring users closer to brands, organisations, and ideas. Whatever the project, our goal is always to make the once impossible possible.

With offices in London, Hamburg, and Kyiv, our tight-knit team hails from all corners of the globe, and is comprised of creative technologies, programmers, robotic engineers, designers, and specialists from some of the leading technology fields, like machine learning.



The logo for KAKAHA is centered at the top. It features the word "KAKAHA" in a bold, uppercase, sans-serif font. The text is contained within a light gray rounded rectangular frame that has a speech bubble tail pointing towards the bottom left. The entire logo is overlaid on a faint background grid.

KAKAHA

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AI vs AI

Agency: VOSKHOD

AI VERSUS

CANNES
LIONS

eurobestr

EPICA
AWARDS
A DIFFERENT ANGLE
ON CREATIVITY

ONE

THE
WEBBY
AWARDS

shots
awards
Europe
2019

CICLOPE

ADC*E

The media landscape of Russia is monopolized by the government. To demonstrate the difference between propaganda and real news, we created 2 identical AIs and brought them up on government and independent news channels. Users could ask the AI 'twins' any questions and compare their answers.

FEASIBILITY STUDY
ARTIFICIAL INTELLIGENCE



EARTH 7 – THE SPACE ROVER DESTINED FOR EARTH

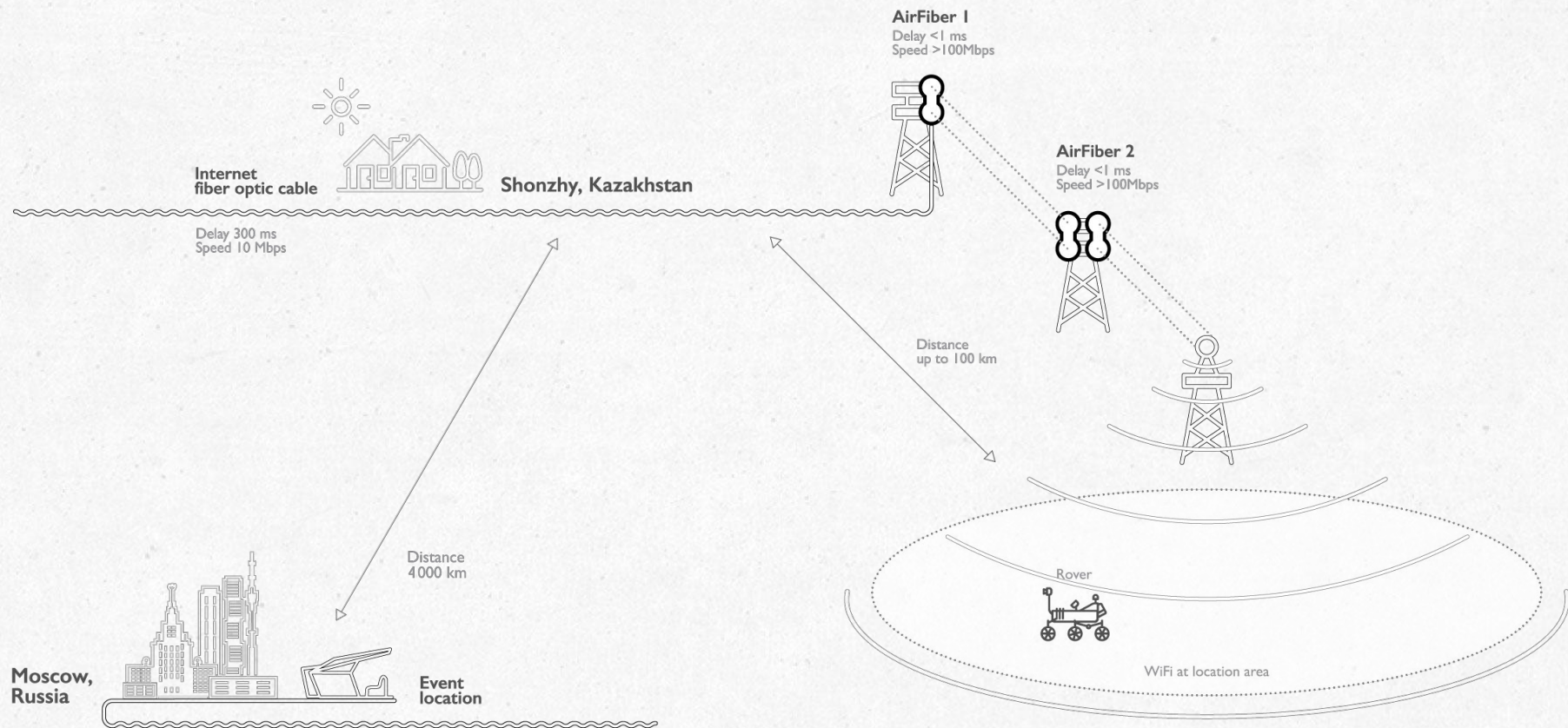
Agency: Wieden+Kennedy Amsterdam



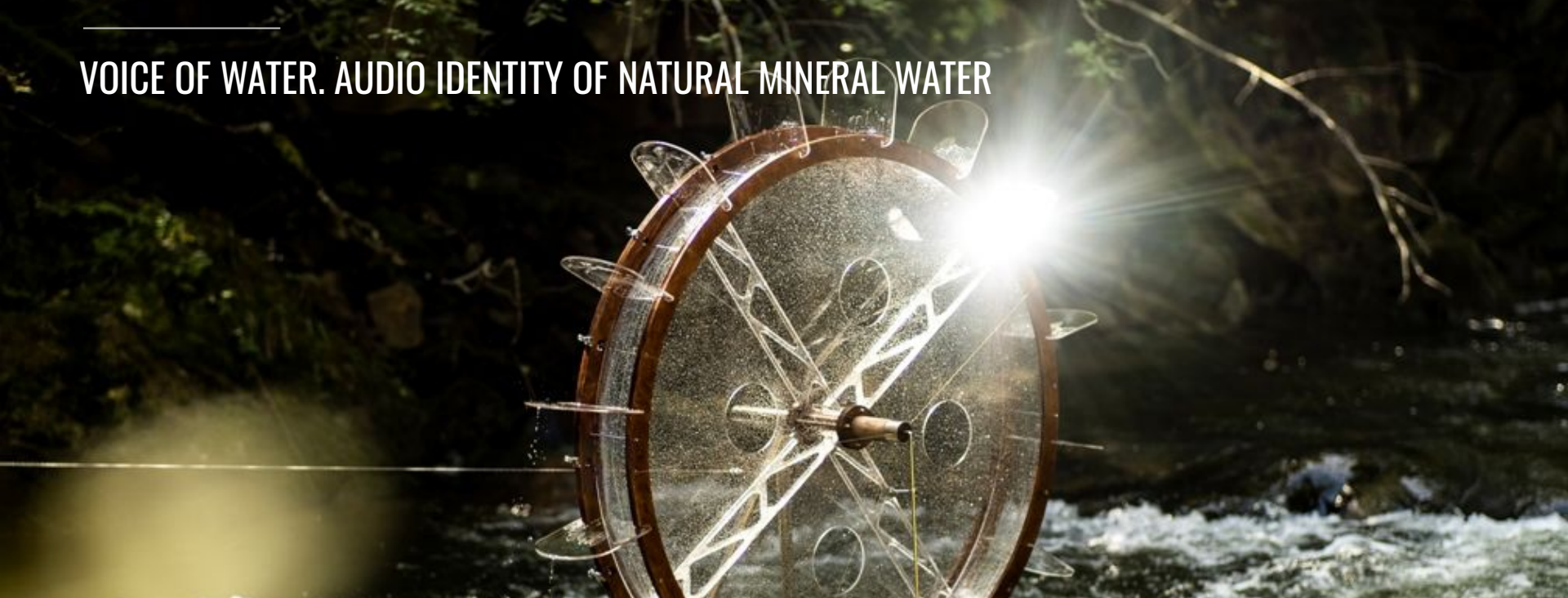
Earth7 is planetary rover revealed as a part of S7 Airlines brand campaign — Best Planet We Know. Interactive experience combines cutting edge space technology with simple gesture control to enable users to manoeuvre the unique rover and explore the remote location 5000 miles away where it was situated. Seated in front of a huge screen transmitting Earth7's live location, participants were able to remote control it with just a flick of the hand thanks to a high speed data connection and kinetic armband.

ROBOTICS ENGINEERING
AUGMENTED REALITY
TELECOM INFRASTRUCTURE
PRODUCT DESIGN
INSTALLATION DESIGN
VIDEO PRODUCTION





VOICE OF WATER. AUDIO IDENTITY OF NATURAL MINERAL WATER



The Voice of Water is the first audio identity of natural water. We created 6 handcrafted instruments that could only be played by streams and waterfalls.

INSTALLATION DESIGN
ENGINEERING
PRODUCT DESIGN



THE BIGGEST CV EVER MADE

selfpromo



Instead of the traditional CV, we created the CV of the future, where everyone had an opportunity to interact with the creative's mind.

In a 3 tones, 23 ft tall head with a total area of 1,300 sqft, visitors explored 5 interactive installations devoted to the chaotic nature of creative thinking.

ARTIFICIAL INTELLIGENCE

MOTION TRACKING

INSTALLATION DESIGN

ENGINEERING



ADS THAT MAKE ME MAD

Agency: Banda



Nothing upsets an advertiser like a excellent ad created by someone else. To promote an international advertising festival KIAF, we created an interactive experience.

Want to rip a brilliant print? A special installation with an online stream will help to tear it to shreds. This year's best TV spot? Will be mixed with chicken droppings if you want it to. Best examples of design will be wiping armpits and radio clips will be turned into a sickening squeak.

INSTALLATION DESIGN

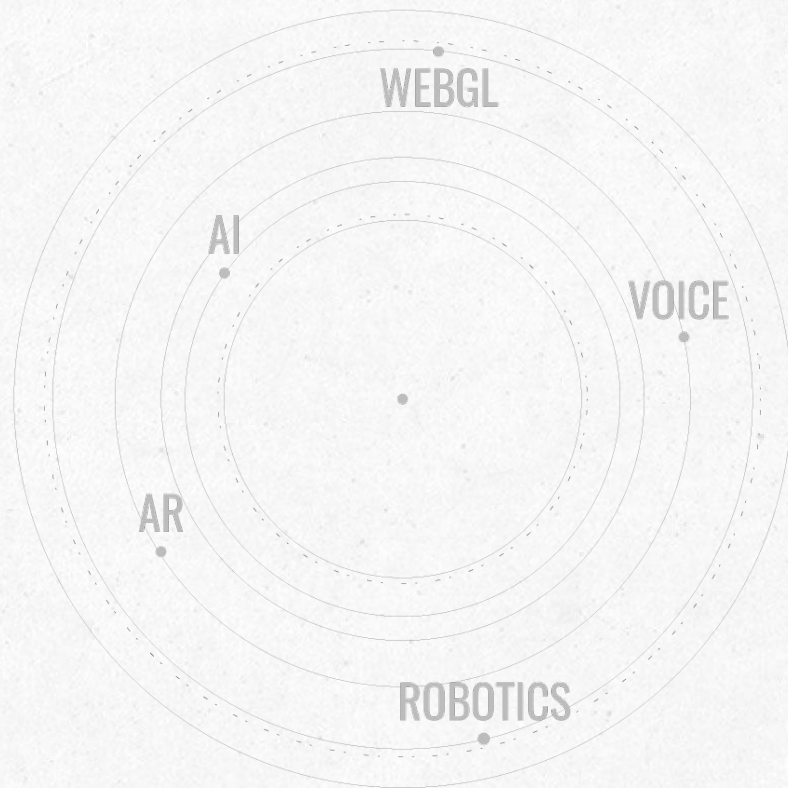
ENGINEERING

PROGRAMMING



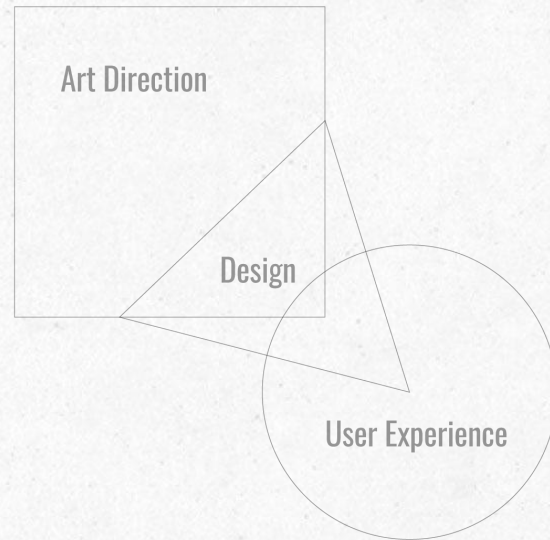
WE SPEAK TECHNOLOGY

Our shop works with the most prominent technologies used in experiential communication; from AR & robotics, to Artificial Intelligence. But we are constantly expanding our wheelhouse by experimenting and integrating emerging technologies that push projects beyond the original idea.



BEAUTY BROUGHT TO PERFECTION

Building something for the sake of building something is not enough. Experiences should walk the outer edges of advertising, and lean towards the side of art. Great design, in addition to execution, is what ensures the users leaves with a lasting impression.



THE MAGIC INGREDIENT

Innovation lies on the other side of perfection; for us that means we must work at a quick and effective speed in order to get ahead of the curve. It is at this point when projects truly develop into something next level.

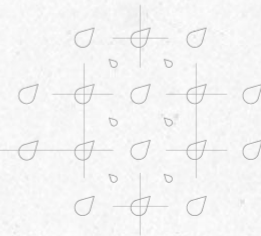
Blood



Sweat



Tears



fischer**Appelt**

M&C
SAATCHI

W+K
Ams

THE MAGIC PARTNERSHIP

VOSKHOD agency

AMV **BBDO**

McCANN
LONDON

XXS
AMSTERDAM

WKNY



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