



# LIVING PAPER

spatial projection format

# WHAT IS LIVING PAPER ?

LIVING PAPER is a spatial format that unites paper architecture, stage design and projection mapping into **immersive environments.**

We build structures from high-performance paper systems – ultra-light, rapidly assembled, and designed to disappear after the event without leaving a trace.

**The result: spaces that feel like architecture. And perform like stage design.**



# CORE PRINCIPLES

Built for presence

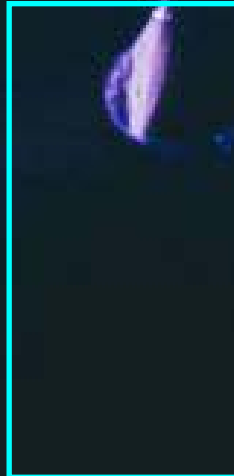
Temporary – and impossible to forget

Projection as spatial extension

Paper as structure, not decoration

Modular thinking, scalable impact

Maximum emotional density, minimum material



# THE LIVING PAPER FORMATS

## FORMAT **A**

### IMMERSIVE STAGE

Large-scale immersive stage environments for clubs, festivals and cultural events.

**Built for maximum spatial impact and artistic freedom.**

## FORMAT **B**

### GALA CONFERENCE

For corporate and hybrid events that need more than a backdrop.

**Architecture and projection as content amplifier.**

## FORMAT **C**

### LAB

Experimental spatial prototypes.

**Research driven, format-evolving environments.**

# TUNTENBALL 23

Graz's most flamboyant annual ball – 2023 theme: Planet Exotica. We built an immersive paper stage that transformed a historic ballroom into an alien landscape of projection and form. Full presence for one night. Gone by Sunday.

MAKING OF

FORMAT **A**

# TUNTENBALL 24

Halos and Horns – the 2024 edition pushed the structural language into darker, more dramatic territory. Same ballroom. Completely different spatial identity. That's the point.

MAKING OF

FORMAT **A**

# TUNTENBALL 25

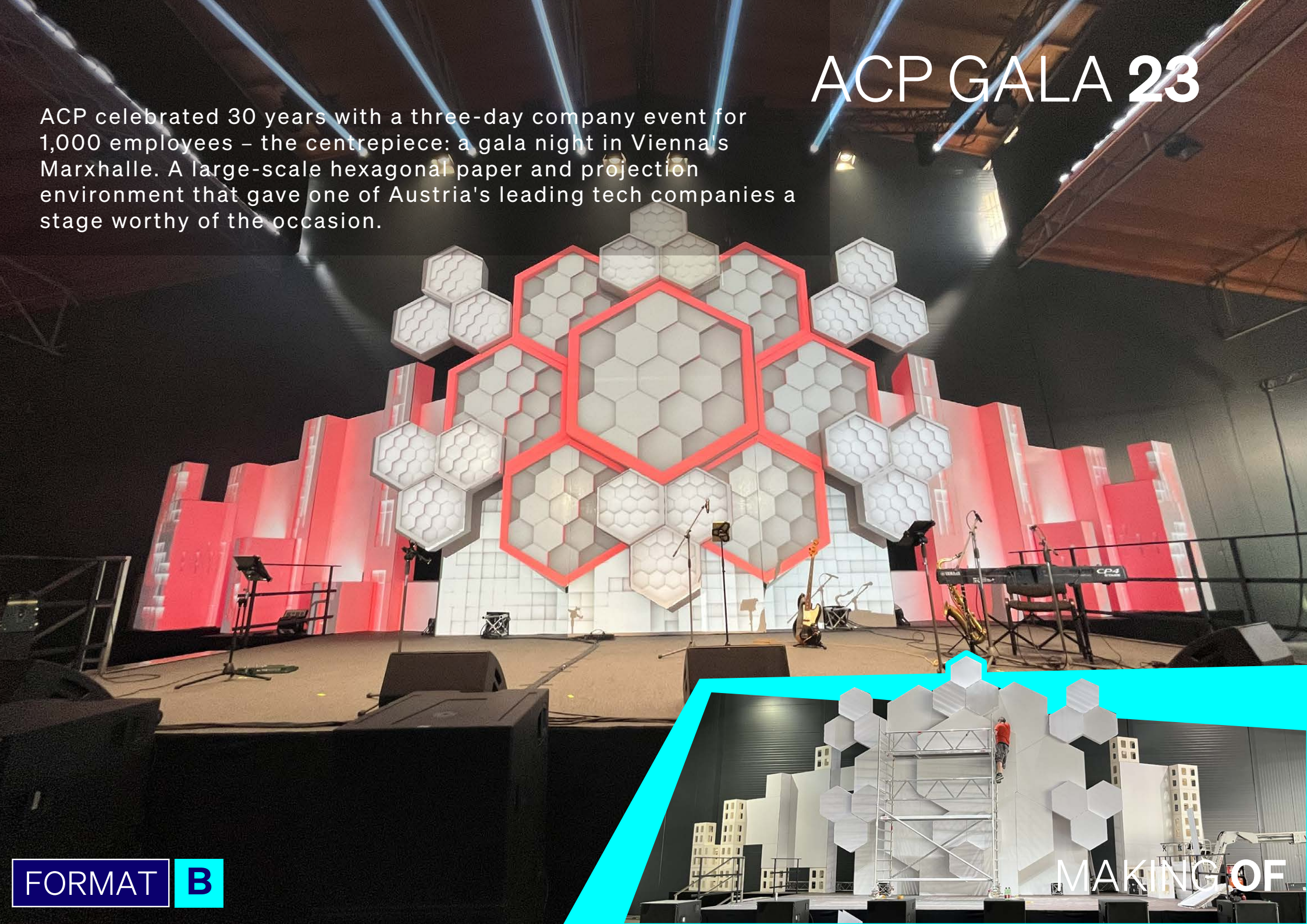
MAKING OF

Born Naked. Three years, three themes, three entirely different environments – always in the same ballroom in Graz. Tunttenball proves what LIVING PAPER is designed to do: reinvent a space completely, every time, without leaving a trace.

FORMAT **A**

# ACP GALA 23

ACP celebrated 30 years with a three-day company event for 1,000 employees – the centrepiece: a gala night in Vienna's Marxhalle. A large-scale hexagonal paper and projection environment that gave one of Austria's leading tech companies a stage worthy of the occasion.



FORMAT

**B**

MAKING OF

# IMPACT DAYS 22

Impact Days brings together Europe's leading sustainability thinkers. For the stage, we translated the conference's own CI – its distinctive rounded forms – directly into paper architecture. The brand became the space.



FORMAT **B**

MAKING OF

# HOW LIVING PAPER WORKS

**LIVING PAPER operates as an open format framework.**

Each project is developed in close collaboration with the client – and realised together with a curated network of 3D artists, projection mappers and spatial designers.

This means every LIVING PAPER environment brings together the best available creative talent for that specific project, scale and context.

**LIVING PAPER is not rendered. It is developed.**

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# WHAT LIVING PAPER IS LOOKING FOR

**We work with clients who know that the space is part of the message.**

Festival organisers, brand activation teams and cultural producers who want environments that are remembered – not just noticed.

If you're looking for a backdrop, we're probably not the right fit.

**If you're looking for a spatial experience that defines the event – let's talk.**



# AUTHORSHIP

LIVING PAPER was created by **Philipp Blume**, founder of **Papertown** – a **Vienna-based studio specialising in paper architecture**, exhibition design and spatial systems for events and brand activations.

Philipp has been building environments at the intersection of material, space and experience for over 15 years. LIVING PAPER is the distillation of that work: a format that is designed to be repeated, scaled and taken international.

The reason paper?

**Because it is the most underestimated structural material in live experience design. Light enough to fly with. Strong enough to build with. Beautiful enough to project on.**

LIVING PAPER is not a service offering. It is an authored format – with a clear aesthetic, a defined process, and **a founder who is present in every project.**

# CONTACT

**If your next event needs a space that people remember – not just attend – we should talk.**

LIVING PAPER projects start with a conversation about what the space needs to do.  
Not with a quote, not with a catalogue.



Reach out directly:

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