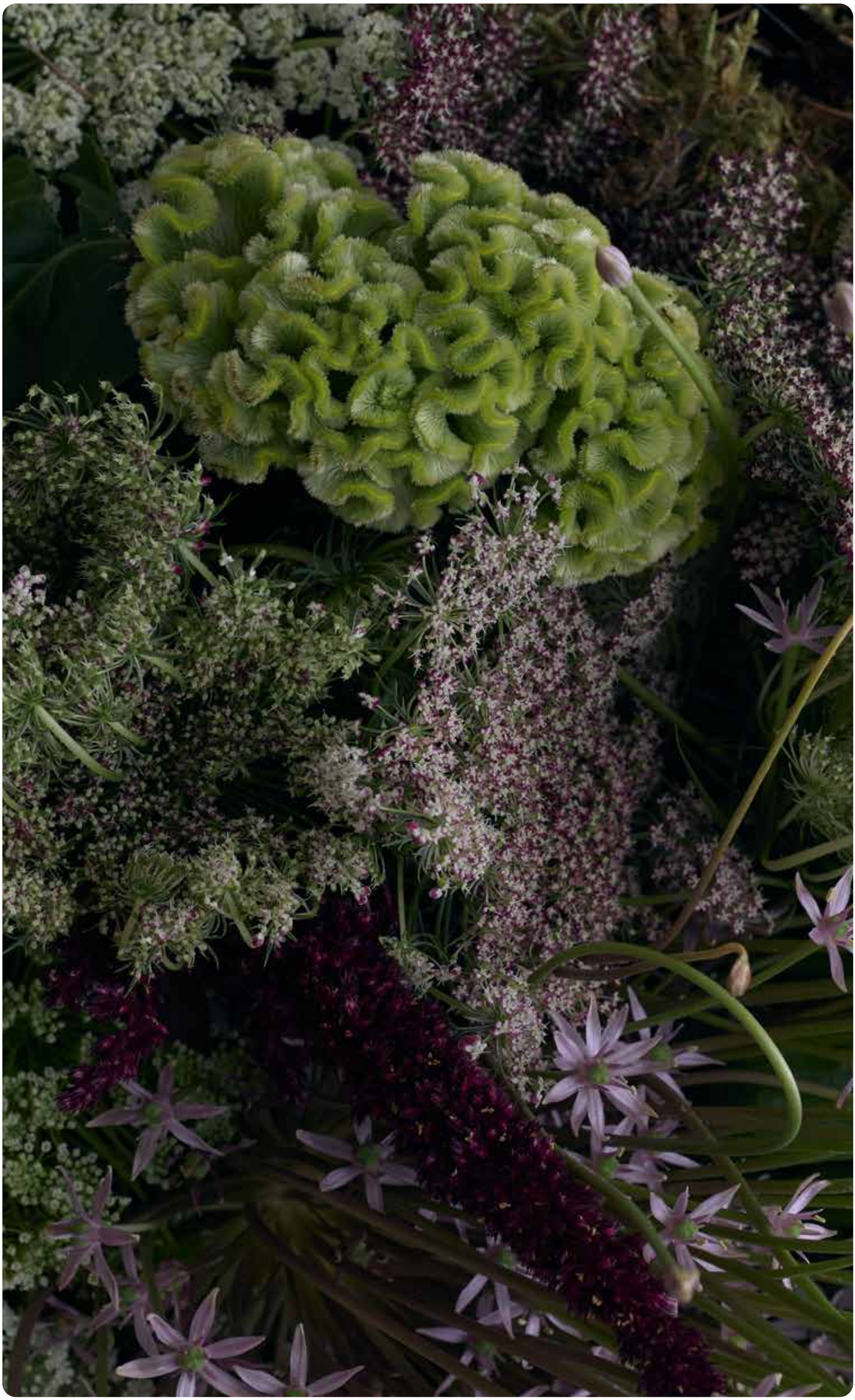
Un laboratorio creativo.
A creative lab for culture, in Barcelona.

ESTUDI SAUC



EMPEZAMOS POR UNA PREGUNTA

We start with a question, and the format comes later.

Estudi Sauc is a creative lab for ideas and production, working between culture, experiential marketing and consultancy. We take an idea, a product or a tension and turn it into something people can walk into, sit down at and talk about.

Along the way we use research, conversation, art, space and objects, whichever the question needs.

FOUNDATIONS

Punk, play, belong. Same three as ever.

1. Punk is how we **question** things that have stopped doing their job.

2. Play is how we **try** things out and let people join in.

3. Belong is the **reason** for all of it, because we want people, disciplines and communities in the same room.



WHAT WE MAKE

EXPERIENCIAS

Experiences are brand activations, spaces, events and installations.

EXPERIMENTOS

Experiments are new formats we prototype ourselves.

COMISIONES

Commissions are projects we build with brands, artists and collectives.

PUNK

PUNK is our best-known project so far, and there will be others.







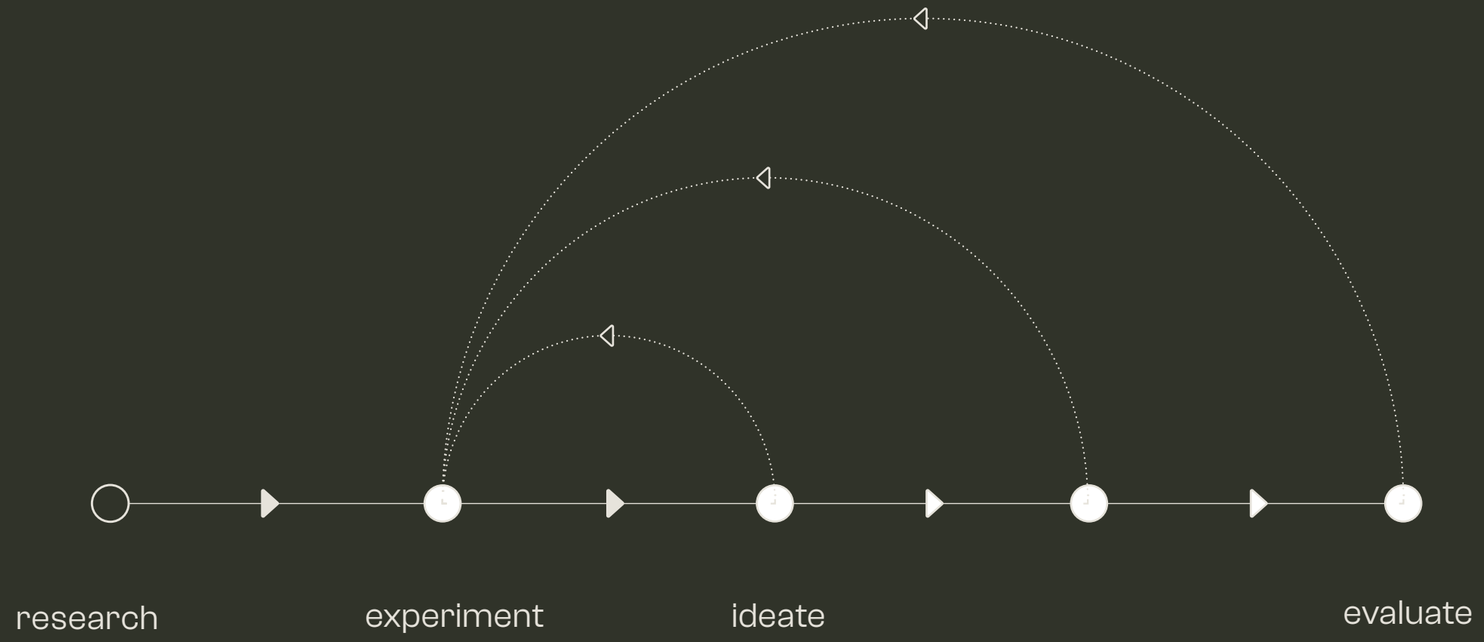


CÓMO TRABAJAMOS

We ask and research, experiment and ideate, implement as we share, and evaluate once it's out there.

Each project lands somewhere different. It might become a conversation, an installation, an object, a performance or a space.

La respuesta puede convertirse en una conversación, una instalación, un objeto, performance o espacio... O incluso algo que todavía no tiene nombre ni forma.



FROM PRODUCT LAUNCH TO CULTURAL QUESTION

Illustrative example: translation technology.

Instead of framing it as a demo, the product enters culture because it belongs in the question

A conventional brief

“Present a new real-time translation product.”

SAUC reframes it

“What happens to human connection when language stops being a barrier?”

Possible outcome

Linguist + artist + lived experience + engineer
→ dialogue → artistic response → installation / film / editorial / PR.

WHAT THE CLIENT ACTUALLY BUYS

CULTURAL RELEVANCE

A legitimate way to participate in conversations that matter.

ORIGINAL CONTENT

Editorial, audiovisual and visual assets born from a real experience.

HUMAN CONNECTION

Real voices, tension and participation instead of top-down corporate messaging

CREATIVE ECOSYSTEM

Access to artists, thinkers, makers, institutions and communities.

CREATIVE RESEARCH

Insights and perspectives that can feed future communication and innovation.

INTERNAL INTELLIGENCE

A way to activate the knowledge and talent already inside an organisation.

FOUR WAYS TO WORK WITH SAUC



Cultural Activations

Turn a product, launch or brand moment into a culturally relevant experience.



Creative Experiments

Prototype a new format, installation, object, performance or experience around a real question.



Dialogue-led Experiences

Use our PUNK-derived methodology for research, conversation, creative response and amplification.



Internal Cultural Programmes

Activate internal talent and knowledge by connecting it with external creative voices.



CON QUIÉN TRABAJAMOS

B2B: Marcas, instituciones y organizaciones culturales

Brands

Premium, technology, fashion, design, hospitality, lifestyle, health and other sectors where products and values intersect with cultural questions.

Institutions

Museums, festivals, universities, foundations and cultural organisations looking for new formats, communities and multidisciplinary programming.

We collaborate with premium brands, cultural institutions and lifestyle projects with a global outlook that want to connect with their audiences through culture, creativity and unique experiences, beyond product sales. They need cultural activations with purpose, coherent narratives across art, music, gastronomy and design, and collaborations with artists and collectives that bring genuine cultural credibility.

B2C: Comunidad creativa y público cultural

Our community is made up of artists, designers, musicians, chefs, photographers, filmmakers and creative profiles aged roughly 25 to 40 who live culture as a way of life. They want to feel part of a real creative community, access sensory experiences beyond the conventional and connect with brands and projects from a place of authenticity.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WITH A FORMAT.
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WITH A QUESTION.
ESTUDI SAUC
a creative labortatory