



# THINK & PLAY

The art of connection and innovation



# THINK & PLAY

## OUR LEITMOTIV

Generate Engagement through disruptive and non-formal tools





# THINK & PLAY

## OUR VALUES

Excellency | Authenticity | Efficiency | Innovation





# THINK & PLAY

## OUR MISSION

Inspired by the vision of His Highness Sheikh Mohammed Bin Rashid, Think & Play is a **group of professionals and experts specialized in Edutainment, Branding, Gamification, Cultural & Digital Experiences** proudly operating in UAE & GCC.

We sublimate client's ideas, analyze needs and design exclusive concepts beyond expectations through **narrative approach, guest journey design, meaningful experiences** playing with all skills and senses.

# WE ARE COMMITTED TO

## ENGAGE



Corporate  
School  
Family

## ENHANCE



Knowledge  
Emotions  
Skills

## ENTERTAIN



Immersive Experiences  
Public Programs  
Brand Activation

## ELEVATE



Strategy  
Project  
People



# THINK & PLAY TEAM

**CECILE  
HERMAN**



**MAIN TOPICS**  
EDUTAINMENT  
PUBLIC PROGRAM  
VISITOR JOURNEY

**AURELIEN  
FAUCHES**



**MAIN TOPICS**  
STORYTELLING  
GAMIFICATION  
TRANSFORMATION

**HOUDA  
NAJI**



**MAIN TOPICS**  
BRANDING  
DIGITAL MARKETING  
METAVERSE

**CLEMENCE  
POWNEY**



**MAIN TOPICS**  
ART  
VIRTUAL REALITY  
DESIGN



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# Cecile Herman

## Project Enhancer

### Co-Founder of Culture Emulsion (UAE)

Cecile Herman would be honored to share her 25 years experience on edutainment, cultural exhibitions, performing arts and leisure both in her native France and in Middle East. Her company received in 2023 an award from the UAE Ministry of Education for their contribution in terms of tailor-made edutainment concepts for NSTI Festival organized by the Ministry of Education.

**Visitor experience Expert** for Educational, Edutainment and Cultural projects, to contribute to audience and public programs development.

**Consultant** specialized in the development of customized temporary or permanent experiences in the interests of meaningful content awareness.

**IP Business Developer & Ambassador** , sourcing and representing Edutainment and Cultural concepts or brands produced in Europe and implementing and localizing them in the GCC region.

**Trainer Public facing** for facilitators in cultural environment focusing on the public engagement.

# CECILE HERMAN - CULTURE EMULSION

## RIYADH

Noor Light – Upon Light



### MISSION

Visitor experience including public programs design & development for kids, schools and families.  
Client : The Aimes/RCRC

## MUSCAT

Children Museum



### MISSION

Project planning of Renovation  
Client : Universcience  
Ministry of Heritage and Culture

## SHARJAH

Discovery Center



### MISSION

Feasibility study  
Local Project coordination  
Client :  
Universcience/SMD

## DUBAI

Jumble



### MISSION

Overall Project management and client liaison from concept to opening.  
Client : Cassiopee events  
Landmark group

## RIYADH

Evolution



### MISSION

Import and implementation of Immersive edutainment touring concept . Client :  
The Aimes/Nowaar  
Entertainment



# Aurelien Fauches

## Story Sparkler

**Co-Founder and GM of Phyleas Agency (UAE)**  
**Co-founder & CEO BPM Agency (France)**

With more than 12 years in the Event industry and 12 years in the academic world, Aurelien **scripts and highlights corporate and institution identities** through gamification tools, immersive experiences and systemic/sociological diagnosis.

**Scriptwriter** of historical adventures and immersive experiences for Companies, Government and Institutions

**Trainer** in public speaking, storytelling, soft skills, gamification, customer experience, audacity and resilience

**Coach** specialized in managerial innovation and emotional intelligence  
**Gamemaster & Master of Ceremonies**

**Former Lecturer** in sociology at Paris East University & former research fellow at the CNRS



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# AURELIEN FAUCHES - PHYLEAS AGENCY

## DUBAI

EGG Events World



### MISSION

Organization of the ESG workshop for the event agency EGG Event World, 150 participants

## HATTA

Dubai Economy & Tourism



### MISSION

Organization of a tailor-made teambuilding adventure for Dubai Economy & Tourism

## DUBAI

NSTI Festival



### MISSION

Creation of a Customized Treasure Hunt + Escape Game about the History of UAE "Arabic Scholars", Ministry of Education

## DUBAI

Majid Al Futtaim



### MISSION

Creation of a coloring doodle on MAF's identity in the desert of Platinum Heritage

## DUBAI

Deloitte



### MISSION

Organization of numerous seminars and teambuilding for Deloitte in the desert and the mountains





# Clemence Powney

## Identity Enlightener

### International VR Artist & Fine Art

Clemence Powney is a French & British artist specializing in identity development through Creativity. With an expertise of more than 16 years in the artistic worlds (visual arts, digital arts, custom art), Clemence highlights and sublimates your projects with her artistic and technological touch.

**World champion** in Virtual Reality Art Performance  
**Performer** in Livepainting/Speedpainting/Coloring Doodle  
**Painter & Illustrator** in Portrait & Landscapes and Commission Art

**Trainer** in Creativity & Technology - Art Therapy  
**Facilitator** in Graphic facilitation/Scribing  
**Creator** of custom-made artistic gifts  
**Graphic Designer**  
**Harpist**

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# CLEMENCE POWNEY – PHYLEAS AGENCY

## DUBAI

Golden Globes 2022



### MISSION

Live painting Zlatan Ibrahimovic.  
Awarded as Best Player of Time

## ABU DHABI

Sheikh Zayed Festival



### MISSION

Live painting Sheikh Mansoor Bin Zayed Al Nahyan.  
Award for the performance

## PARIS

Space X Event



### MISSION

Creation of a personalized artistic bottle for a VIP  
Space X event

## CHENGDU

Festival City China

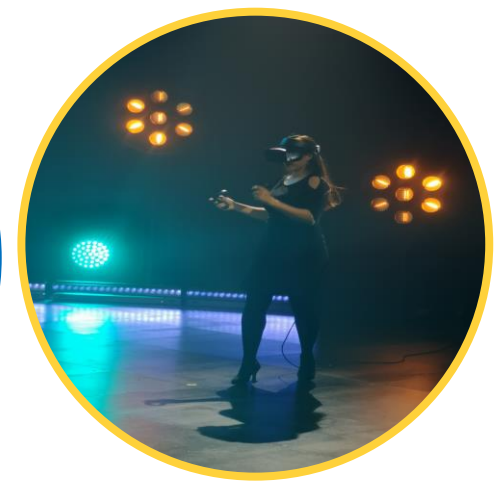


### MISSION

Artistic tour for a one-hour show mixing dance and Live painting  
1 month Journey

## DUBAI

AstraZeneca



### MISSION

Customized Virtual Performance art for a pharmaceutical group,  
The Adress





# HOUDA NAJI

## Brand Booster

**FOUNDER & CEO YOUNOH MEDIA**

Houda is an accomplished senior executive with over two decades of experience living and working in the Middle East and North Africa (MENA) region. With a strong background in sales, business development, digital marketing, and public relations, Houda has established a reputation for herself as a dynamic and results-driven leader. Throughout her career, Houda has worked for prominent global firms such as Compaq, BEA, Computer Associates, Autodesk, Comendo ME and Etisalat, and Computer Associates

**SEO Specialist** : involves optimizing a website's content and structure to rank higher on search engine results pages.

**Metaverse Ambassador** : creation of immersive 3D virtual worlds that users can interact with and explore, It is to promote products, services, or events, and to establish a unique brand identity in a virtual space.

**Branding Expert** : Branding involves creating a unique identity for a business or product to differentiate it from competitors.

**Social media marketing Expert** involves promoting a business or product on social media platforms to increase engagement and reach a wider audience.



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# HOUDA NAJI – YOUNOH MEDIA

## DUBAI

Emirates Airlines  
Festival of Litterature



### MISSION

Emirates lit fest creation of the social media strategy to attract different personas and management of the ads to get ticket sales

## DUBAI

CANON  
Al Jazeera



### MISSION

Canon Al Jazeera Digital campaign to recruit resellers and have a pipeline of end users ready. Digital strategy included meta and google

## DUBAI

Emirates  
Specialty Hospital



### MISSION

Emirates specialty hospital increase engagement and appointment bookings on social media. Digital strategy targeting different audiences in different areas of Dubai

## DUBAI

Hassani  
Trading



### MISSION

Hassani website creation and development to reflect the true essence of the business, launching divers products to market on digital platforms to increase sales and brand awareness

## DUBAI

Neat  
Burger



### MISSION

Neat burger, new brand launch complete digital strategy and social media management to attract clients to the venue and get them ordering online.



# They Trust Us

**cit **  
sciences  
et industrie



**omy**



**Dior**



**CHALHOUB GROUP**

**L'OR AL**



المهرجان الوطني للعلوم  
والتكنولوجيا والابتكار  
National Science Technology  
and Innovation Festival



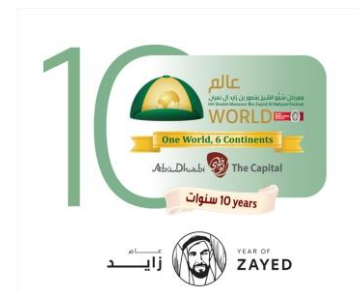
**UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION**



ماجد الفطيم  
MAJID AL FUTTAIM



# They Trust Us





# They Trust Us



DarDoc  
داردوك



فيرست أفنيو  
FIRST AVENUE  
— MALL & HOTEL وفندق مول —



Emirates  
Hospitals  
& Clinics  
An Emirates Healthcare Company



A group of people riding camels through a vast desert landscape under a cloudy sky. The scene is captured from a low angle, showing the backs of the riders and the undulating sand dunes in the distance. The sky is filled with soft, grey clouds, and the overall lighting is somewhat muted, suggesting an overcast day. The riders are dressed in traditional or semi-traditional attire, and the camels are moving in a line across the sand.

# OUR LAST PROJECT

NSTI FESTIVAL - MINISTRY OF EDUCATION



# KEY EXPERIENCE NSTI FESTIVAL

[Click to enter our World](#)

The UAE Ministry of Education approached us to work for **The National Science, Technology & Innovation Festival (NSTI)** on a special Family Edutainment project. The aim was to create an attractive environment that fosters a passion for science, technology, innovation and entrepreneurship.

Think & Play created a **customized escape game and treasure hunt** on the Arabic Scholar heritage & legacy to understand its scientific and cultural roots in order to **develop future generations and build the UAE of tomorrow**. We received the award for the **best experience of the festival**.

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If you want a tailor-made scenario for one of your specific projects, call **Think & Play** !







# THINK & PLAY

## YOUR T&P ADVISOR

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