

Who we are

AIKA is a hybrid company operating at the crossroads of cultural production, strategic consulting, and artistic activation. We design and deliver immersive and emotional experiences that bridge the gap between brands, audiences, and cultural narratives—leveraging virtual reality and immersive technologies.

With a strong expertise in the Chinese market and culture, AIKA acts as a cultural bridge, connecting the Western and Chinese worlds. Our work fosters deeper understanding and engagement across diverse cultural landscapes, allowing brands to connect authentically with global audiences.

In a world where cultural themes are often perceived as too elitist, distant, or disengaging, AIKA offers a new form of mediation: memorable artistic experiences that are intimate, sensory, and socially shared.

Our Mission

To connect audiences with new artistic and cultural emotions.

We believe that emotions are the most powerful way to forge connections between a brand, an artwork, and an individual. That's why we place **emotional storytelling and immersive experiences** at the heart of everything we create.

What we do

AIKA's model is built on **three complementary pillars**:

1. Production

- We create immersive cultural experiences (VR, interactive installations, sensory journeys).
- A tailor-made approach combining artistic direction, innovative technologies, and emotional storytelling.
- We work closely with trusted XR studios as technical partners, managed by our internal production team.

2. Consulting

- We support brands and institutions in designing cultural and experiential strategies.

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- From strategic positioning to scenario development and campaign integration.

3. Talent & Influence Activation

- We activate and manage networks of artists and influencers to boost the cultural, social, and media impact of each project.
- We curate talents that align with each brand's DNA and narrative goals.

Who we serve

We collaborate with:

- **Premium brands** in luxury, finance, and tech seeking new forms of cultural engagement.
- **Cultural institutions** looking to innovate in audience mediation and storytelling.
- **Funds, publishers, and distributors** in the immersive or artistic content ecosystem.
- **Artists and influencers** whom we support and empower as co-creators of immersive experiences.

What sets us apart

- A deep understanding of both **cultural institutions and brand storytelling**.
- A strong expertise on China
- A curated **network of artistic and influential talents**.
- Proven capacity to **design, produce, and deliver innovative immersive experiences** across physical and digital spaces.

AIKA is the bridge between Art, Technology, and Brand Storytelling.

We help brands and institutions design **emotional, meaningful, and immersive cultural experiences**, while showcasing artistic talent and reimagining how audiences engage with culture.

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