



VISUAL MONKEYS
BECAUSE WE CAN.

Press release 9.2.2021

For immediate release

Visual Monkeys bring together top designers and creators of the Finnish event industry

The monkeys employ tens of thousands of people each year at around 2,000 different work events

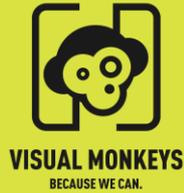
The Finnish entertainment industry is getting a new major player today, as the business community known as Visual Monkeys officially opens its doors. Each of the Visual Monkeys' collaborative companies have already earned their place in top projects in the country, both in successful international TV formats and in visual experiences created for the largest concerts ever seen in Finland.

There are currently 18 active operators in Visual Monkeys who tailor everything to the needs of the event and entertainment industry, from visual design to complete entertainment productions. This year alone, the Monkeys will be part of the production of The Voice of Finland, arrange the special effects in the upcoming stream concerts of Nightwish as well as on the band's European tour, operate on Alma's and Reino Nordin's gigs, Apulanta's upcoming stadium gig, the TV show Talent, and numerous live and television projects still kept in secret.

Mikko Enäkoski, the founding member of Visual Monkeys, feels that the Monkeys are able to meet the challenges of the industry by being an adaptive and wide-ranging community of top makers in the field. In the future, Visual Monkeys will also be collaborating with international partners.

"Visual Monkeys combine the best practices of architects and advertising agencies. Our entire portfolio, consisting of design, production and execution, is assembled in such a way that the design and services are independently and transparently assembled as required by the project. This operating model provides wider and seamlessly scalable resources as well as the opportunity for long and productive cooperation, yet with a team consisting of constantly updating talent and skills", Enäkoski says.

When project design does not rely on only one operator, the common restrictive premises are easy to overcome. It is also important for the professionals within Visual Monkeys that people are comfortable at work and the overall spirit is easy-going.



"We believe we have selected the top operators in our field. Monkeys have a burning desire to change and develop our industry and to be the best in what we do."

The ability of the Monkeys to adapt their scale according to the customer's needs from large production companies to a single project or artist is seamless.

"At the heart of everything is always a long-term, all-embracing design, project development and implementation for an artist, brand, concept, or any form of customer engagement", Mikko adds.

In 2019, the combined number of work tasks of the existing cooperative companies amounted to around 2,000 events, and they employed tens of thousands of people in total. Most of the current "Monkeys" have already established themselves in the world of entertainment industry, but Enäkoski stresses that their doors will also be open to good, young newcomers, who are ready to grow with the projects.

The strong experience within Visual Monkeys of working abroad has naturally also given rise to the idea of expansion.

"As Finland is already well known for space technology, we are developing our vision to be the first visual design office on the Moon, because sooner or later there is also going to be rock music there. The Monkey Visor is currently looking for ways to pitch this idea to Elon Musk & Richard Branson", Enäkoski grins as only the Monkeys do.

This same spirit can also be found in the company's newly established premises in Alppila, Helsinki, where you can find a phone installed on the wall for one purpose and one purpose only.

"It's only for Madonna for when she calls and asks us to join her on her tour. Well, Beyoncé is allowed to call too", Enäkoski grins.

Visual Monkeys are:

- Mikko Enäkoski – Owner
- Jani Ahonen – Light Designer/Operator
- Harri Kauppinen – Designer/Operator
- Lassi Seppä – Designer/Operator
- Sami "Särmä" Ahonen – Audio Designer/Operator
- Olli Hiltunen – Light Designer/Operator
- Inka Penttilä – Graphic Designer



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- Tiina Rantaniemi – Interior Designer
- Kal Kaercher – Project Manager
- Ari Pihlainen – Set Designer
- Tomas Ruuhisalmi – Sales
- Antti Eriksson – Concert Productions
- Heli Suoninen – Light Designer/Operator
- Kari “Kartsa” Reini – Producer/Productions

"The Monkey Troops"

- AV Pro Oy
- Pyroman Oy
- Laser Image