

RAVEN SUN
CREATIVE

睿文尚创意®



CREATE TRANSFORMATIONAL HUMAN MOMENTS

DO IT BETTER



PUSH IT
Demand more

DRIVE IT
Be ten steps ahead

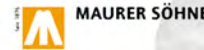
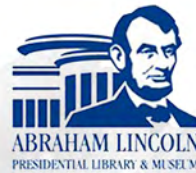
REVOLUTIONIZE IT
Create transformation



WE'RE THE TRANSFORMATIONAL EXPERIENCE FIRM

Together, let's enrich lives through *transformational human journeys.*

Let's partner to create experiential entertainment and immersive brand stories that touch hearts and elevate minds—giving you the power to *transform yourself and your business* into a global leader.



BRANDS

We've had the privilege and great pleasure to work with some of the most innovative brands in the world.

COME PERFECT THE ART OF EXPERIENCE





Be liberated from the constraints of industry norms. **We drive harder to propel your success**—creating innovative, actionable, and profitable ideas that result in memorable guest experiences and owner satisfaction.

We bring all the know-how to strip down and transform every experiential entertainment and destination development challenge into bold enduring solutions—and we

DO IT BETTER

CHALLENGE CONVENTION

Question the status quo

PUSH THE
Envelope

FRESH PERSPECTIVES

New outlooks to awaken success



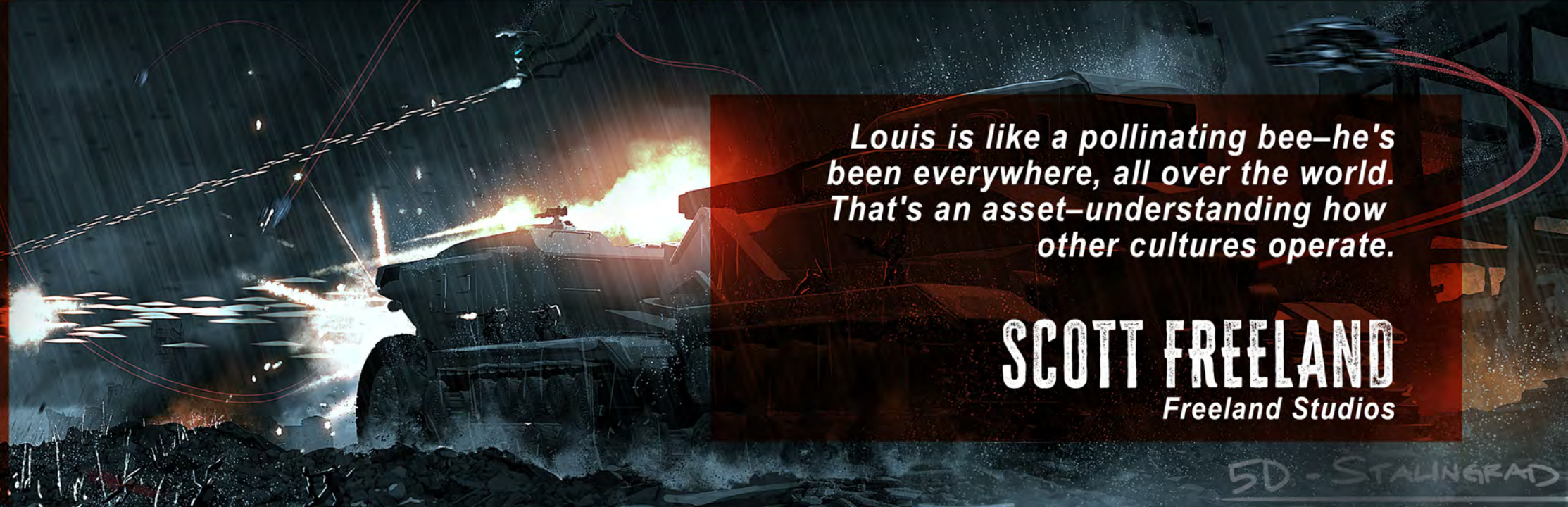
We were urgently looking for a consultant who could bring us into the industry quickly and we knew that Louis had strong experience in this area. He is very knowledgeable and helped us in many professions.

His greatest advantage is that he is able to communicate with everyone on the team, their needs, discover the strength and weakness of individuals and use it to drive and stimulate the team's potential. Louis did a great job in this, and it is also the greatest help to us.

*He really helped us a lot.
He is our mentor and family.*

BAI WAN PENG

*Producer and Creative Director
Evergrande Ocean Flower Island*



Louis is like a pollinating bee—he's been everywhere, all over the world. That's an asset—understanding how other cultures operate.

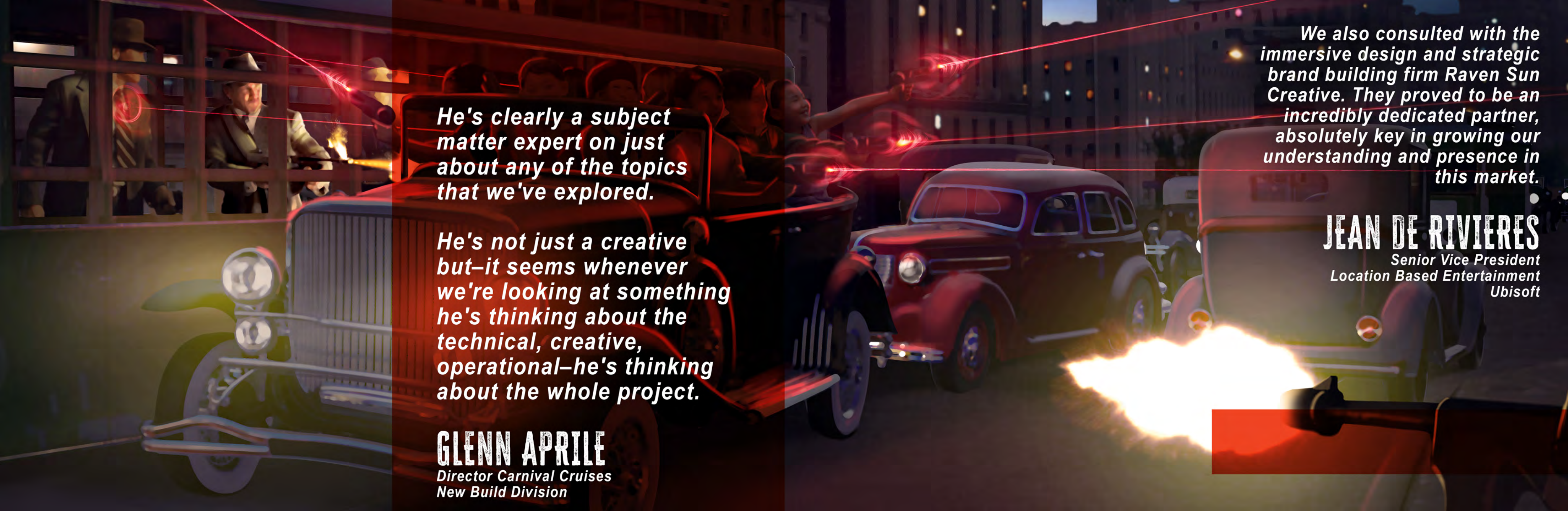
SCOTT FREELAND
Freeland Studios

5D - STALINGRAD

LET'S
**PARTNER
TOGETHER**



LET'S
DO IT BETTER



He's clearly a subject matter expert on just about any of the topics that we've explored.

He's not just a creative but—it seems whenever we're looking at something he's thinking about the technical, creative, operational—he's thinking about the whole project.

GLENN APRILE

*Director Carnival Cruises
New Build Division*

We also consulted with the immersive design and strategic brand building firm Raven Sun Creative. They proved to be an incredibly dedicated partner, absolutely key in growing our understanding and presence in this market.

JEAN DE RIVIERES

*Senior Vice President
Location Based Entertainment
Ubisoft*



DO COLLABORATION BETTER

SERVICES

EXECUTIVE CONSULTING

- Serve as owner's representative and executive consultant
- Guide solutions to major challenges
- Evolve business unit vertical integration efforts
- Develop project lifecycle strategy and implementation
- Recommend and assemble project team resources via global network
- Train and mentor teams on best practices, processes, and standards
- Lead and mentor team on benchmarking efforts and take-aways
- Provide creative direction and evolve corporate branding
- Coach and guide the integration of creative intent and technical systems
- Supervise project vendors, production, installation, and commissioning

EXPERIENTIAL DESIGN & DESTINATION DEVELOPMENT

- Conceptualize major projects
- Develop innovative immersive experiences
- Maximize impacts of chosen creative, budget, and operational solutions
- Lead architectural design and space planning
- Develop transmedia content
- Facilitate on-site project management and budget monitoring
- Manage asset production

INTELLECTUAL PROPERTY EXPANSION

- Lead ideation for intellectual property growth
- Evolve brand for success in the experiential entertainment market
- Develop licensing program and advise on licensing model
- Build strategic growth plan and business models for target markets
- Establish brand approval and show quality assurance programs
- Facilitate interface between brands, owners, and vendors
- Conduct global introductions to owner, supplier, and talent community



Louis has a vision for the industry—his take on things is interesting and unique.

He is a great guide and counselor.

STEVE LEFF

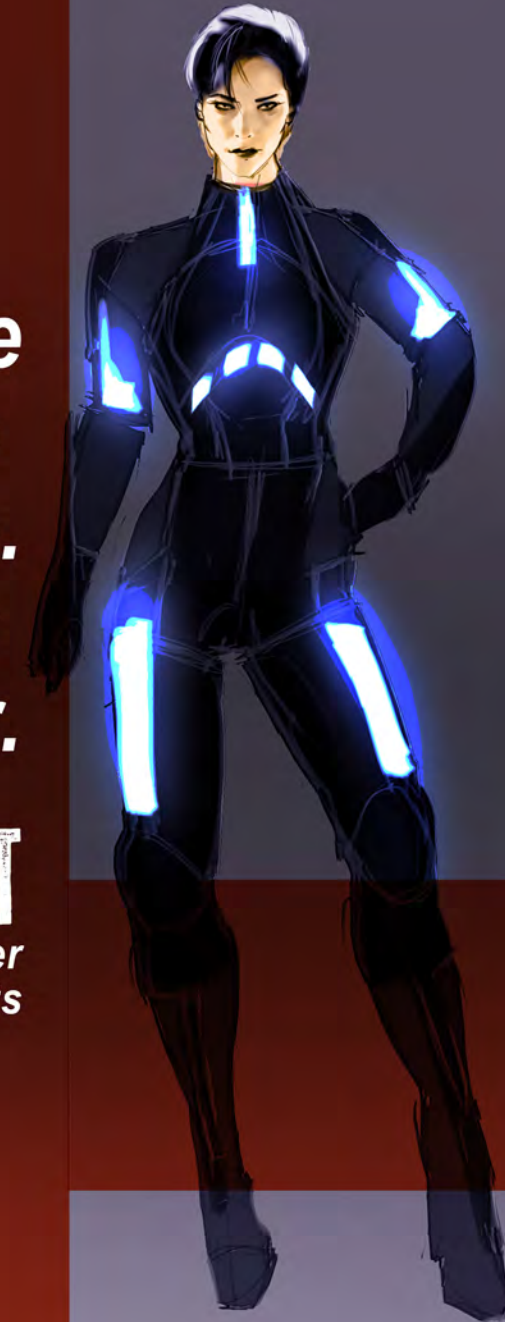
CEO
Leffbrain Creative Consulting



*It was an easy choice
for us to choose
Raven Sun Creative.
Louis has always
been a true partner.*

VIKKI HULTQUIST

General Manager
Hershey Entertainment and Resorts





DO IT BETTER

Louis Alfieri propels *your* brand to digital and experiential entertainment success by pushing beyond the boundaries to perfect the art of experience. Insisting that we not accept what is before us—that we rise up to *do it better*.

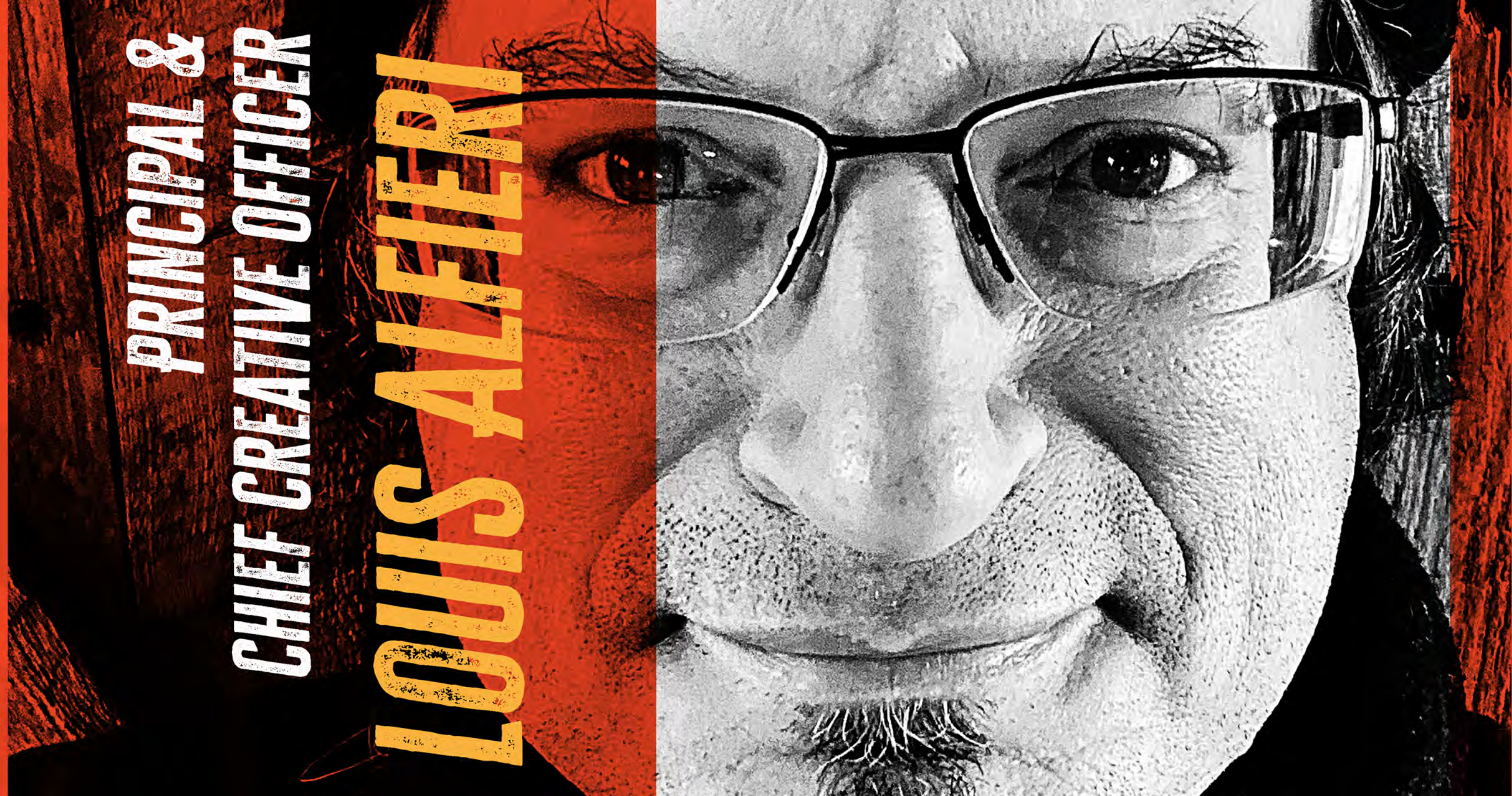
For more than 30 years, Louis has worked with global brands as an authority in leading, designing, and building experiential entertainment destinations, mixed-use developments, immersive media-based attractions, retail locations, cultural sites, and experiential events.

He has a proven track record of success in collaborating with large multi-disciplinary teams on branding, conceptualization, design, implementation, sustainment—and *always pushing to reach your potential*.

Louis is an author, frequent contributor, and trusted resource to the experiential entertainment industry on topics of development, brand, trends, and establishing trade standards.

PRINCIPAL &
CHIEF CREATIVE OFFICER

LOUIS ALFIERI



He's always willing to explore new and challenging concepts—a rare quality.

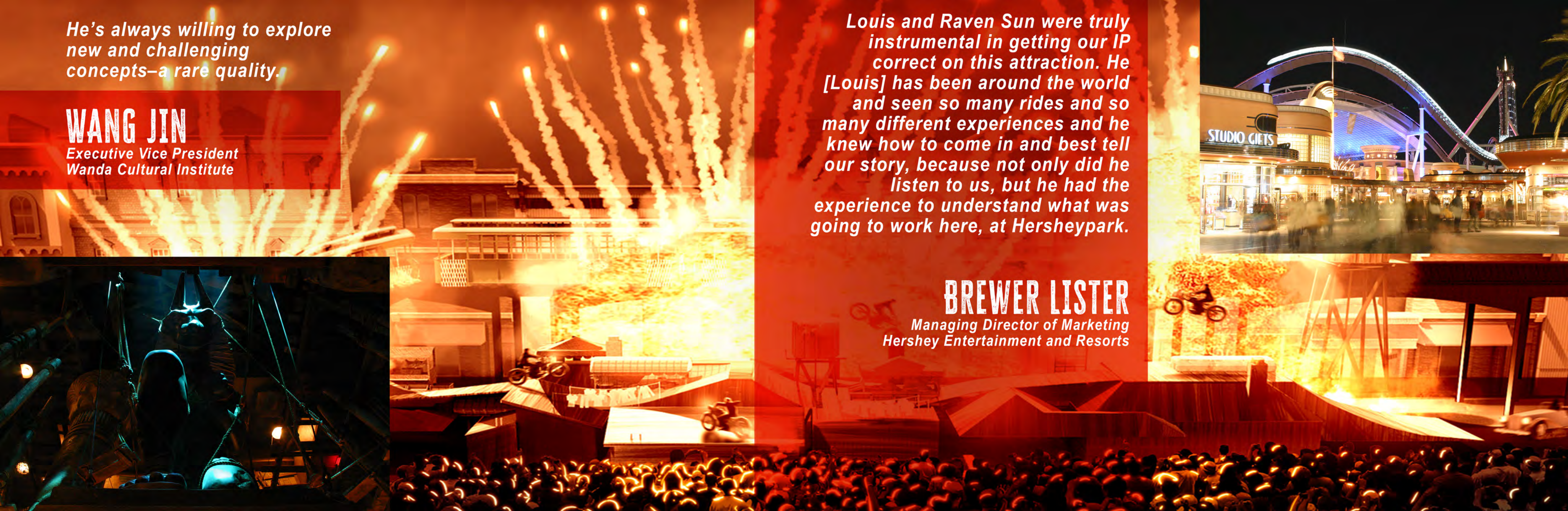
WANG JIN

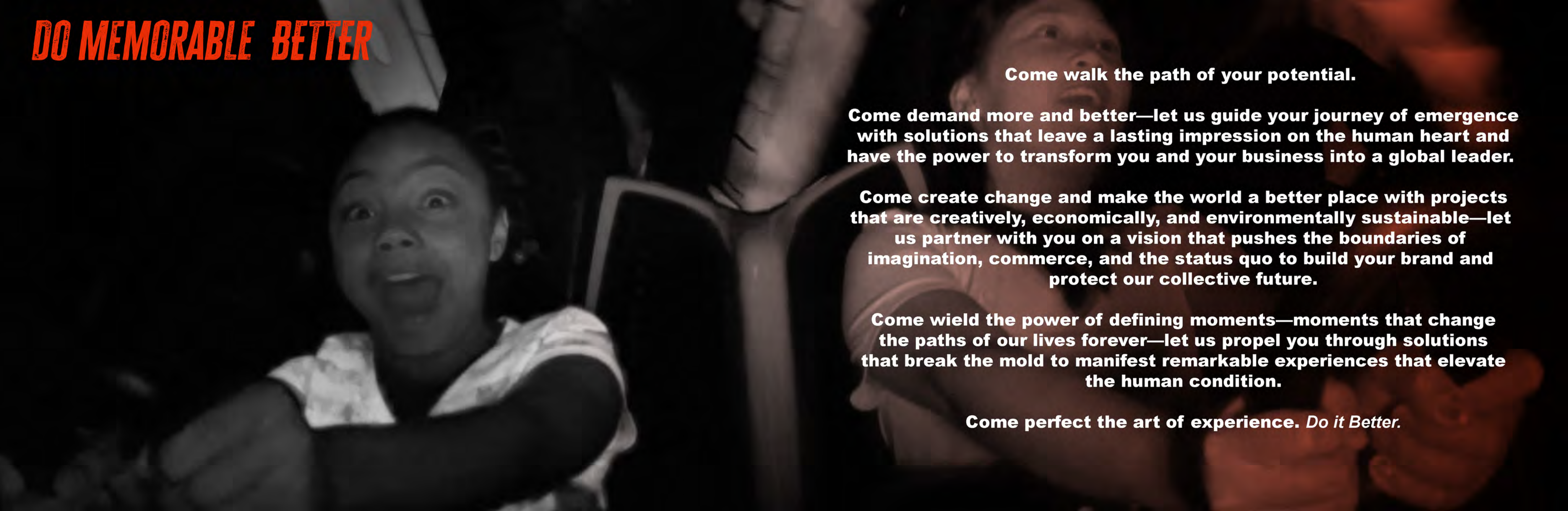
*Executive Vice President
Wanda Cultural Institute*

Louis and Raven Sun were truly instrumental in getting our IP correct on this attraction. He [Louis] has been around the world and seen so many rides and so many different experiences and he knew how to come in and best tell our story, because not only did he listen to us, but he had the experience to understand what was going to work here, at Hersheypark.

BREWER LISTER

*Managing Director of Marketing
Hershey Entertainment and Resorts*





DO MEMORABLE BETTER

Come walk the path of your potential.

Come demand more and better—let us guide your journey of emergence with solutions that leave a lasting impression on the human heart and have the power to transform you and your business into a global leader.

Come create change and make the world a better place with projects that are creatively, economically, and environmentally sustainable—let us partner with you on a vision that pushes the boundaries of imagination, commerce, and the status quo to build your brand and protect our collective future.

Come wield the power of defining moments—moments that change the paths of our lives forever—let us propel you through solutions that break the mold to manifest remarkable experiences that elevate the human condition.

Come perfect the art of experience. *Do it Better.*

BE BOLD
Unapologetic

**HAVE
COURAGE**

To push the envelope

SPEAK WITH
Authority





PERFECT THE ART OF EXPERIENCE



RAVEN
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LET'S PARTNER TOGETHER
DO IT BETTER



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LET'S TALK

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