

# LYS<sup>+</sup>

## *VISUALISED*

**Creating pop-ups is our passion.**

One of the biggest challenges we face is selling an idea before it exists — especially without visuals. Thanks to the rise of AI, we can now bring our concepts to life digitally. These visuals capture the atmosphere we aim to create and provide a glimpse into the overall vision we're working toward.

It's important to note that pop-ups are living, evolving projects. Construction often involves on-the-spot adjustments to improve the final result. This means that while the visuals reflect our direction, they remain subject to change as we refine and enhance the concept.

If you have any questions or would like more details, don't hesitate to reach out.

