



CREATING
HAPPINESS



HI! WE ARE **AM EXPERIENCE BY MK ILLUMINATION!**

We were born in the beautiful streets of Braga (Portugal) in 2001. Today we are part of MK Illumination Group, with access to an international network made up of the best professionals, the best practices and highly innovative products that place us at the forefront of development. Through our magic and sheer love for creativity, we are a team of 50 experts, highly committed to spreading happiness around the world!

AM in a Glance

+ 5.000 CHRISTMAS TREES

+ 1.000 PARTNERS

+ 50 COUNTRIES

+ 50 DREAM MAKERS - AM TEAM

+ 23 YEARS OF EXPERIENCE

12 ORIGINAL LIVE SHOWS AND **+ 1 MILLION** SPECTATORS
IN THE LAST 10 YEARS

+ 120.000.000 SMILES

1 HEART

AM Milestones



Our Purpose

We transform Magical Experiences
into Unforgettable Memories.

We create and promote happiness.
The world is a more beautiful place
when it is filled with joy!

Our Mission

We develop an ecosystem based on a collaborative culture, a space where creativity and innovation are mandatory keywords and where nothing is impossible. As dreamers, we nurture talent to create distinctive and memorable experiences.







FESTIVE LIGHTING

- › Christmas Decoration;
- › Festive Lights to every event and space;
- › Seasonal & Conceptual Installations.

CHRISTMAS IN BRAGA

BRAGA CITY



am
EXPERIENCE BY MK ILLUMINATION



LIVE

- › Musical Theatre on Ice;
- › Family shows;
- › Tailored Performances on Demand.



ALLADIN ON ICE

UNLEASH THE GENIUS WITHIN YOU



PETER PAN ON ICE

ARE YOU READY TO FLY?





DREAMS, FUN & ICE

- › Differentiating Experiences;
- › Scalable and Exportable Projects;
- › Ice Rink Experiences;
- › Ice Slides & Tracks;
- › Adventure Play Experiences;
- › Themed Fun Play Parks;
- › New Concepts.

HAPPY BUBBLES

GET THE FUN ROLLING



H2LOVE

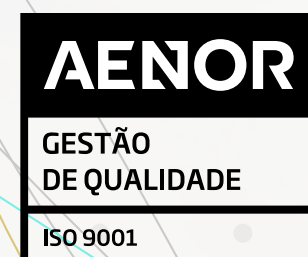
LET LOVE FLOW



An abstract graphic consisting of multiple overlapping, hand-drawn style teal lines that form a circular, scribbled shape around the central text.

AM PROCESSES & **CERTIFICATIONS**

AM Experience's goal is to spread smiles and make the world a more beautiful, more conscious and happier place. We are committed to engraving in our DNA an approach that satisfies the needs of our customers and employees without negatively impacting the planet. To achieve this goal, we follow the kaizen methodology of continuous improvement, which has led us to our 4 certifications: ISO 9001, ISO 14001, ISO 45001 and ISO 20121.





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Call to the **national fixed network**

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