

Immersive brand experiences with

RU'S WORKSHOP

WHO WE ARE



RU'S WORKSHOP is a creative studio that crafts surreal, immersive brand experiences. We bring theatricality and interactive storytelling to the world of brand activations, turning audiences into participants. Welcome to the workshop.

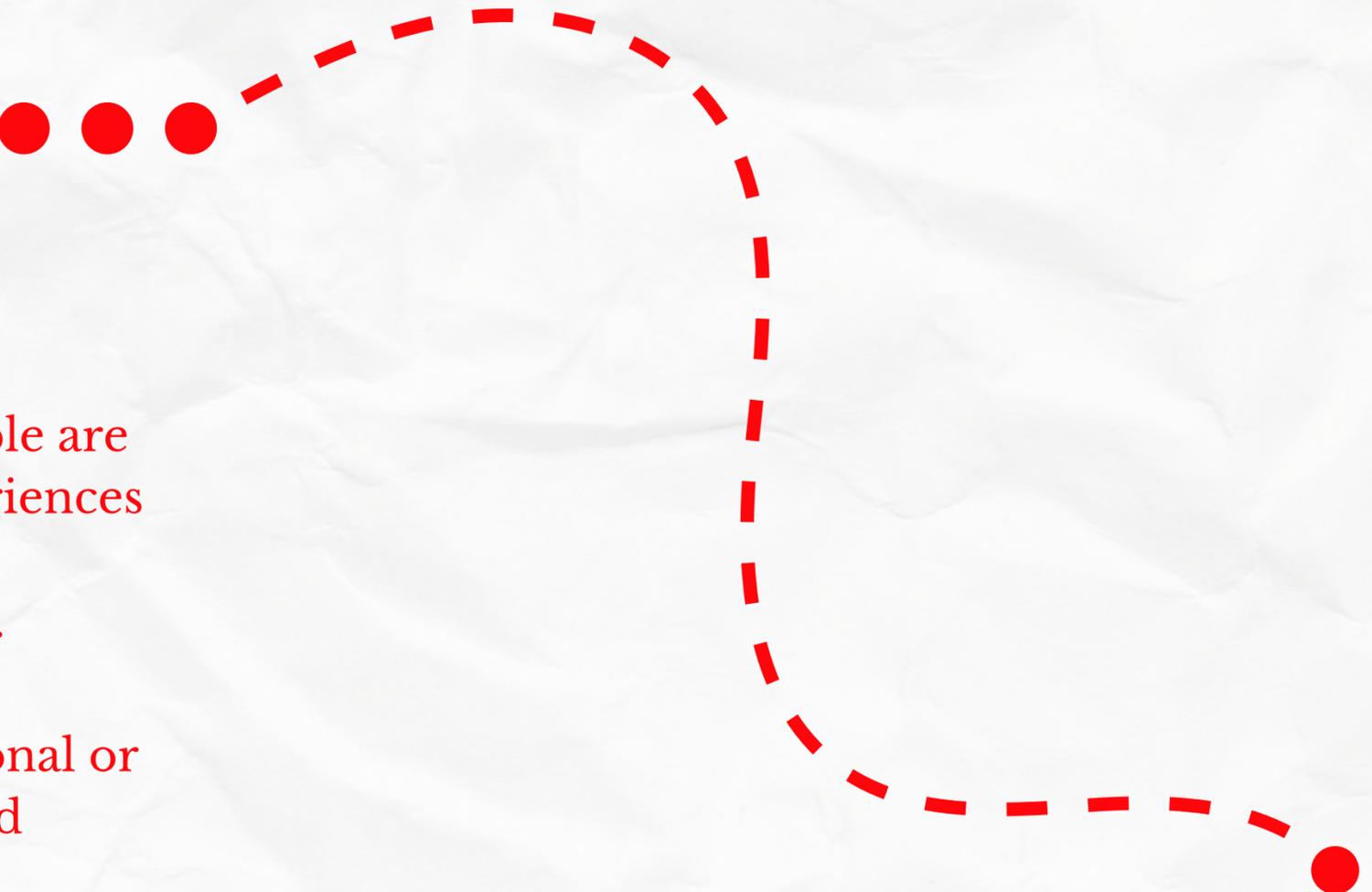
WHAT WE CARE ABOUT

MADE BY HAND
ROOTED IN NARRATIVE
BORN OUT OF EXPERIENCE

TABLE OF CONTENTS

- PROBLEM & OPPORTUNITY
- WHY RU'S
- CAPABILITIES
- THE TEAM
- CURRENT PROJECTS
- PORTFOLIO

PROBLEM ...



Disengaging. Formulaic. Hollow.

- 1 In a world dominated by screens, people are increasingly disengaged, seeking experiences that break through the noise and offer authentic connection and engagement.
- 2 Many experiences fail to create emotional or interactive depth, leading to short-lived impressions.
- 3 Brands struggle to create memorable connections, as traditional formats fail to convey their story meaningfully.



OPPORTUNITY

Artistry. Engagement. Connection.

The experiential market is thriving as audiences seek meaningful, participatory interactions that inspire and engage. Unlike traditional activations, we specialize in creating fully immersive environments that blur the lines between imagination and reality.

At *Ru's*, we set ourselves apart by drawing from our expertise in theater, film, fashion, and hospitality. Through blending visual arts, storytelling, and interactive elements, we craft experiences that don't just engage but completely envelop our audience.

WHY RUVIS

We challenge the status quo of traditional experiential marketing by prioritizing storytelling, immersion, and emotional depth.

ARTISTRY MEETS STRATEGY

With our multidisciplinary backgrounds, we blend visionary storytelling with strategic execution for immersive, high-impact experiences.

BEYOND TRADITIONAL MARKETING

Our expertise in theater, film, and hospitality pushes experiential beyond the expected, crafting fully immersive spaces that transport guests to new worlds.

IMMERSION WITH PURPOSE

Beyond simply design, we craft transformative experiences that foster connection, inspire, and leave lasting impressions, setting us apart in the market.

CAPABILITIES

Theater, experimentation, and immersion are at the heart of everything we do.

Our expertise lies in collaborating to design bespoke theatrical, performative, and interactive elements that elevate your experience.

-
- *Concept Development*
 - *Scenic and Environmental Design*
 - *Graphic and Visual Design*
 - *Technical Production*
 - *Event and Operations Management*
 - *Fabrication and Build Execution*

THE TEAM

Our combined talents seamlessly merge art and strategy, distinguishing us in the experiential marketing landscape. United by a shared passion for immersive theater, experimental art, and evocative performance – we bring a fresh, innovative perspective to every project we do.

SHANA
SALEH

CO-FOUNDER
PRODUCER
CREATIVE DIRECTOR

Shana has an MBA from Columbia University and a background in hospitality and entertainment. Her expertise lie in creating strategic, audience-focused experiences that spark honest emotion paired with outstanding engagement and impact.



SHANA SALEH

ZACH
BLUMNER

CO-FOUNDER
DESIGNER
ART DIRECTOR

Zach holds an MFA in Design for Stage and Film from NYU Tisch and has led design teams across theater, film and hospitality, blending his creative expertise with a passion for crafting immersive, visually stunning experiences.

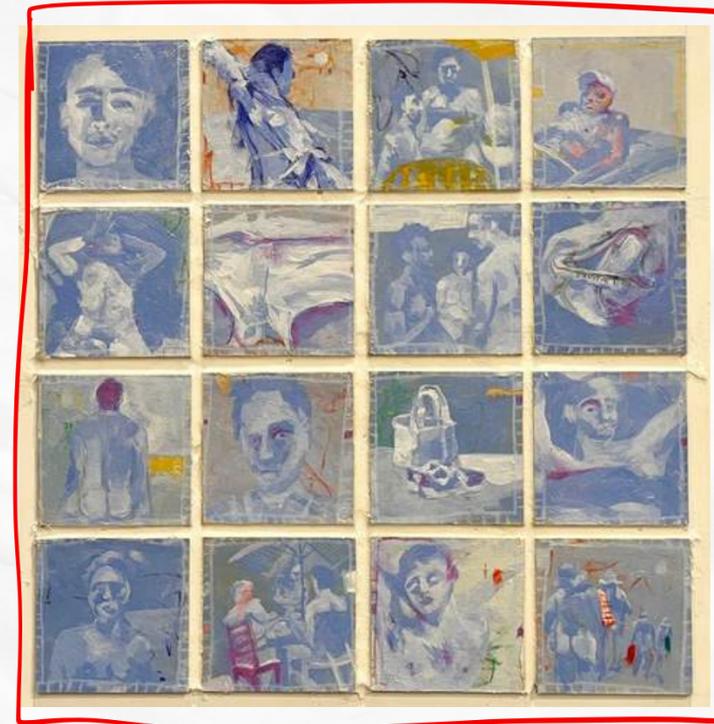
CURRENT PROJECTS



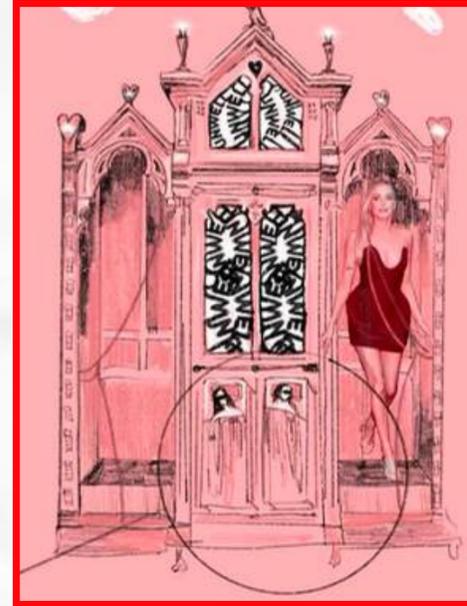
WELCOME TO
THE WORKSHOP



Tile Installation
Conceptual Design



Brand Installations
Conceptual Design



PORTFOLIO

- SCENIC DESIGN
- CONCEPTUAL DESIGN
- EVENT PRODUCTION
- PROJECT MANAGEMENT

Bark Of Millions

Global premiere: The Sydney Opera House.

US premiere: BAM.



Sprink Awakening

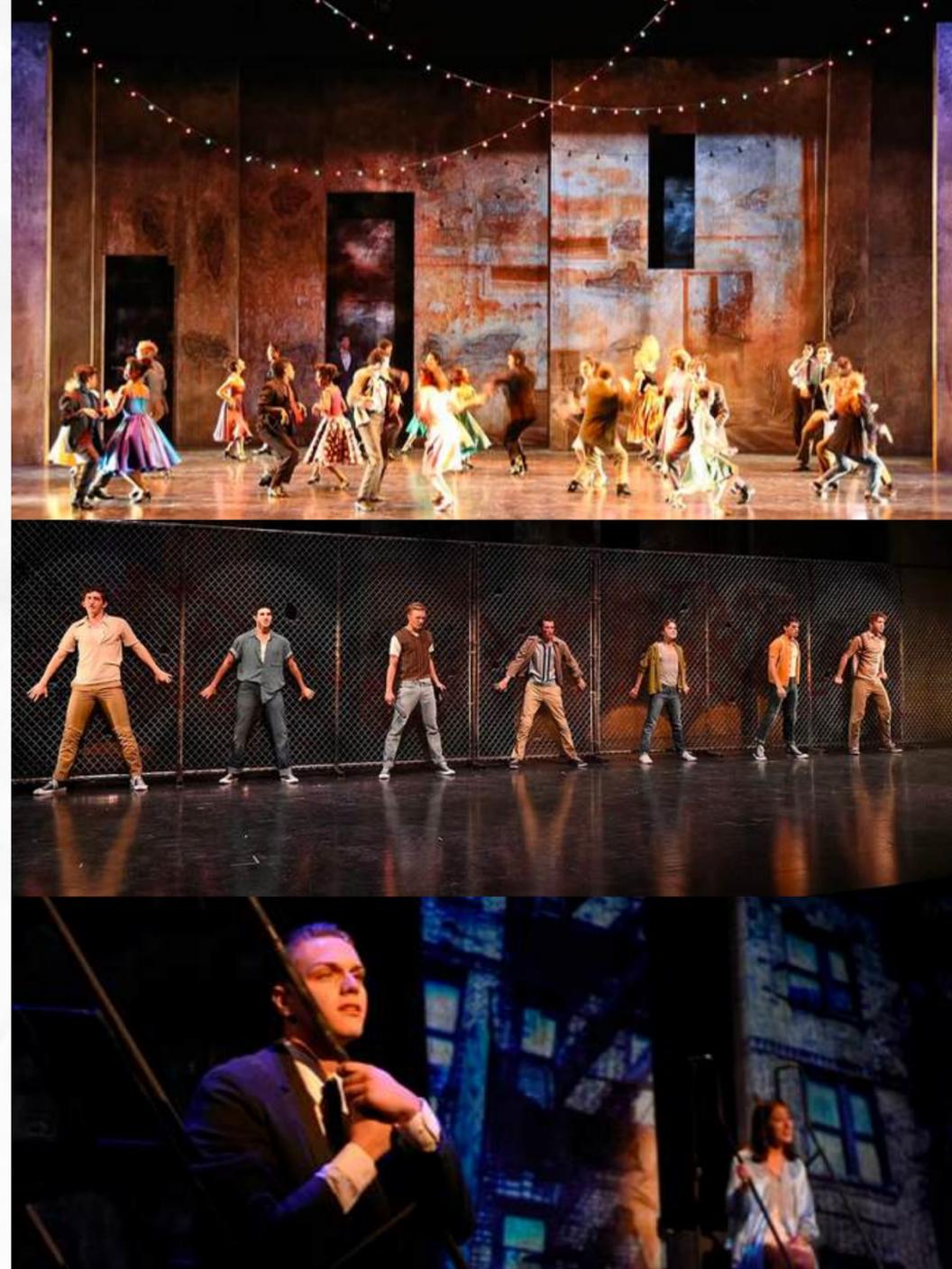


**SCENIC
DESIGN (13)**

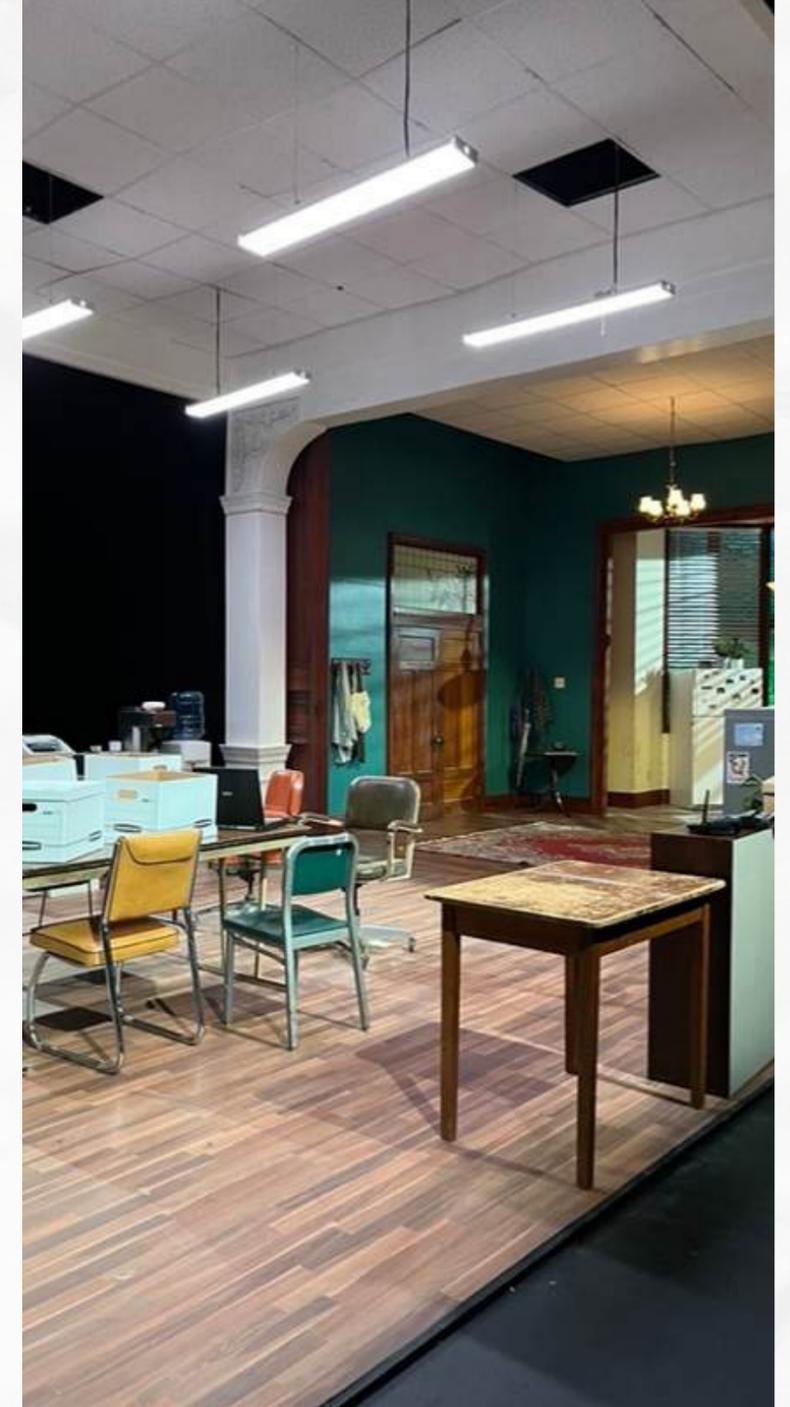
Marisol



West Side Story



The Fellowship



**SCENIC
DESIGN (14)**

Wild Honey



Cabaret



**SCENIC
DESIGN (15)**

Destinations (1)



Destinations (2)

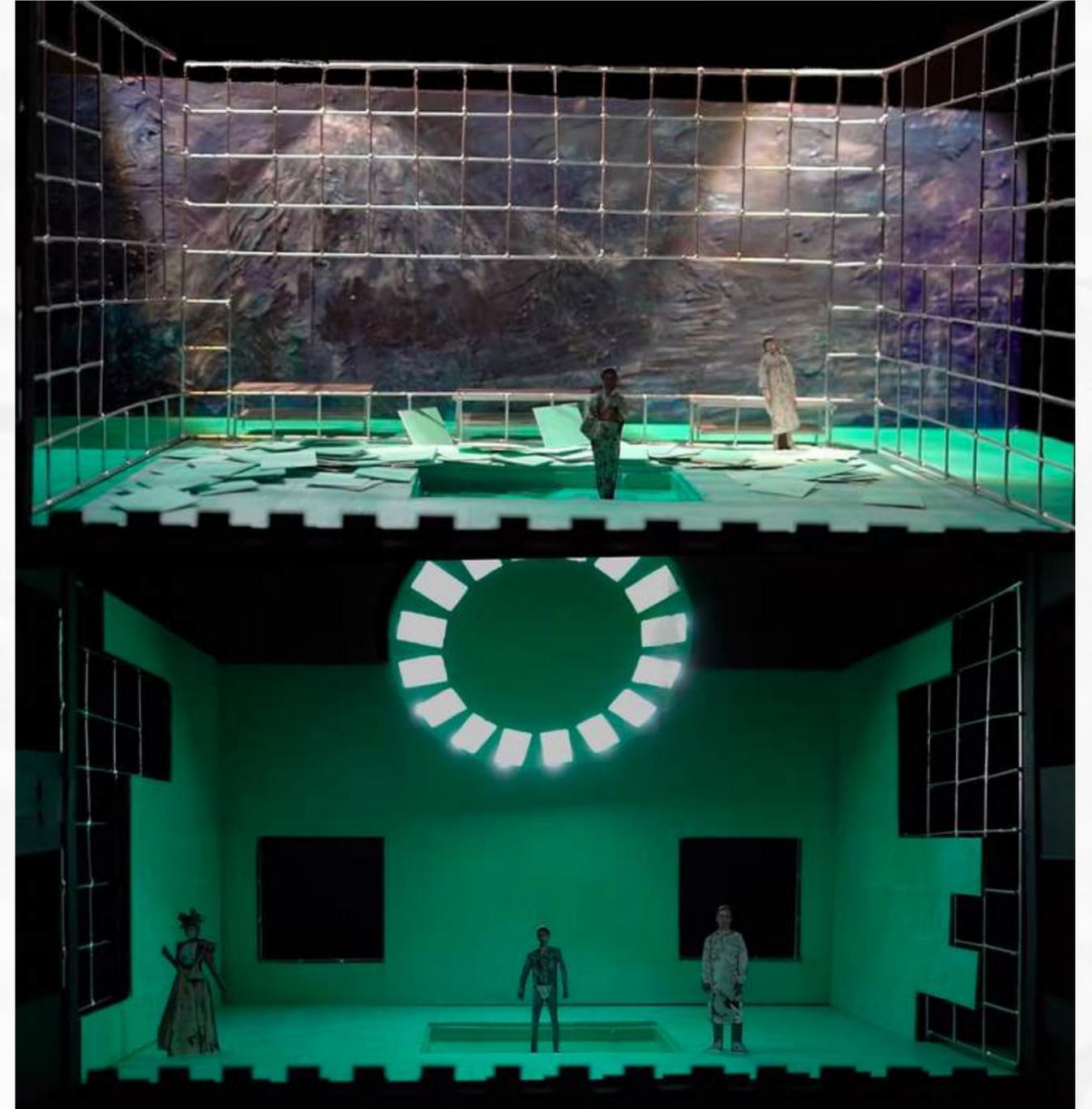


**SCENIC
DESIGN (16)**

Rocky Horror Picture Show



Concerning Strange Devices



**CONCEPTUAL
DESIGN (17)**

Alina Liu, Spring '24



Melitta Baeumeister, Spring '24



**EVENT
PRODUCTION (18)**

Dinner with Ghosts, Interactive Theater



Panel Discussion for Queer Arts Festival, Lincoln Center



Drowning, Installation



Hir, Installation

**EVENT
DESIGN (19)**

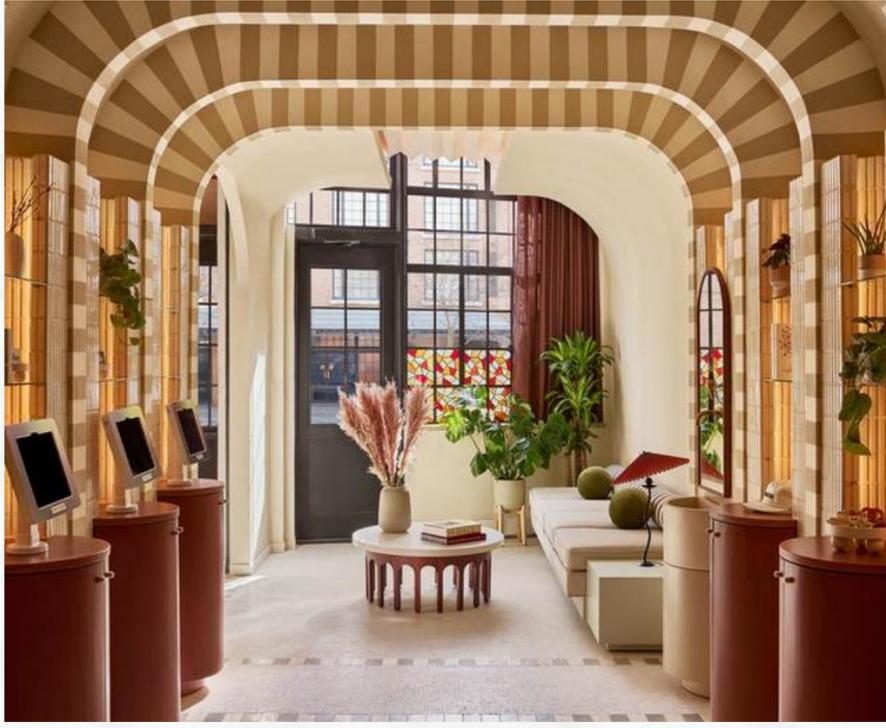
Bootsy Bellows, Los Angeles



Allbright, Weho

**PROJECT
MANAGEMENT(20)**

Now Now Hotel, *Noho*



**MURALIST/
ART DIRECTION (21)**

Isetta, Williamsburg



**FOOD STYLING/
SPATIAL DESIGN (22)**

VISIT OUR WEBSITE AT
RUSWORKSHOP.COM

**LET'S DO
SOMETHING
GREAT TOGETHER**

REACH OUT TO US AT
HELLO@RUSWORKSHOP.COM

THANK YOU!

THANK
YOU

MIND THE ILLUSIONS

Sincerely,

