helena.be # short overview in english

short introduction

helena.be started 7 years ago as an independent consultant for artists & cultural organisations in the field of communication. nowadays we combine a strong textual & conceptual workflow with an in-house studio providing designs & techniques for print, advertising & web. well aware of the overall aversion to publicity, we work in close encounters with artists, galleries, museums, theatres, ... to play the modest role of translator & sheep-dog.

every artist or artistic event has its natural source of communication : the artist has his work(s), organisations their style(s). hence, we see helena.be as a translator of these different tones towards the public - never affecting the given parameters nor freely trying to implement our visions as the common marketeers' ego does !

the final results of promotional work (websites, flyers, billboards, electronic newsletters, ...) are often created by different people & instances, resulting in a patchwork of texts & images. we keep our sheep together by always working in strongly determined stages & maintaining good communication with all the clients & partners during a project.

emanuel maes, helena.be

fields of work

- concept & analysis
- media planning
- copywriting
- graphic design
- event & expo
- print
- webdesign
- e-marketing
- point of sales
- photography & video
- web hosting
- …

contact

helena.be bvba
eenamelaan 16
2150 borsbeek (antwerp)
belgium

[tel] 0032 / 3 / 411 00 00
[fax] 0032 / 3 / 411 00 00

[email] info@helena.be
[skype] helena.be