

Volker Hagen Creative Director

I don't decorate digital topics.
I work inside them.

Most of my projects deal with digital transformation.

Creativity is part of the job.
Understanding makes it work.
Mostly b2b. Sometimes b2c.

CORE WORK

When it comes to digitization,
understanding is not optional.

Deutsche Telekom x Digital X

Live Experience / Spatial
Communication
Concept & Content for Phocus
Brand Contact
2021 — 2024

[» view case](#)
[» video](#)

T-Systems x Landmark „Come Cloud With Us“

Exhibit / Brand Experience
Concept & Content for Phocus
Brand Contact
2025

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T-Systems x CTRL + ALT + BEN

Mockumentary for T-Systems
Content for wtf & Phocus Brand
Contact
2023

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Deutsche Telekom x T-Challenge 2025

Award-Show
Showconcept & Dramaturgy for
Phocus Brand Contact
2025

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Siemens Healthineers x ProS

Live-Experience for Business
Line „Digital & Automation“
Concept, Content & Show
2025

Rittal x Hannover Fair

Spatial Communication
Content for Phocus Brand Contact
2017 — 2023

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BMW – The Pulse

Spatial Communication
Content for Phocus Brand
Contact
2023

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ADESSO x Digital Day

Live-Experience
Content, Direction & Opening
Video for Phocus Brand
Contact
2025

ADESSO x Zukunfts:sicher

Flagship Campaign
Text for Phocus Brand Contact
2025

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SHOW WORKS

When failure is not an option.

European Handball Federation x Final 4 Champions League

Public Event

Showconcept for Elements Entertainment (w/ Hans C. Mücke)
2017 — 2019

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Turkish Airlines EuroLeague x Final Four

Public Event

Showconcept for Elements Entertainment (w/ Hans C. Mücke, Dominik Simon)

2019

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WORK BEYOND COMMERCIAL GOALS

Some work exists because it has to.

Zentrum für Politische Schönheit

Imagefilm

Concept & Storyboard for ZPS
2026

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Zentrum für Politische Schön- heit w/ Phocus Brand Contact x Herz statt Hetze

Video- & Social Media
Campaign

Concept & Storyboard for ZPS
& Phocus Brand Contact

2025

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Aid for Ukraine x 60 Seconds Of Silence

Online Campaign

Concept for Phocus Brand Contact x Buback (Label)

2022

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SELECTED CLIENTS

Deutsche Telekom, Siemens,
BMW, ADESSO, Rittal, Fraport,
Sparkasse, Vaillant, Bayer AG,
Bertelsmann, Volkswagen,
Dr. Oetker and many more...

AWARDS

1x BrandEx-Award
2x FAMAB-Award
3x Golden Award Of Montreux
3x BEA World Festival

CONTACT

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