

Children's cultural centre Funnys Äventyr chooses HiQ as digital agency

This year, the gates to Malmö's new major tourist attraction are opening – the children's cultural centre Funnys Äventyr at the Mobilia shopping centre. They are choosing HiQ as their digital agency for the launch.

"This collaboration is dear to our hearts. With our strong local presence in Malmö, we're thrilled to get the chance to promote the development and appeal of the city in this way," says Anna Kleine, Managing Director of HiQ Skåne.

As digital agency for Funnys Äventyr, HiQ will provide all the digital production as well as campaigns on social media and other digital channels. The collaboration will kick off with the development of Funnys Äventyr's new website. In addition to online ticket sales, the website will offer a sneak preview of the children's characters that visitors will encounter at the centre, such as Alfie Atkins, Pettson and Findus, Moomin, Halvdan and Meia, and Funny herself.

To build a long-term, smart and sustainable IT infrastructure, Funnys Äventyr is also opting to use HiQ's Friends integration platform as an integration solution for both their own and external IT systems.

"HiQ has brought great insight into how they can bring the various storybook characters to life digitally. The digital experiences should breathe the same magic that the centre's visitors will encounter – and we have faith that they can deliver. That's why we're choosing HiQ," says Staffan Götestam, the creative mind behind Funnys Äventyr.

"In our discussions, we soon realised that we were on the same page concerning what we want to achieve together. The goals for Funnys Äventyr go hand in hand with our own, too. We both want to help make our communities better – but by using different means. For Funnys Äventyr, it's by encouraging children to read. And for HiQ, it's through technology, design and communication," says Johannes Arnkvist, Head of Design at HiQ Skåne.

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For more information about HiQ FRIENDS:

www.friends.com