



PRESS RELEASE

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CULTURE BY WMH PROJECT

THE NEW EXPERTISE DEDICATED TO THE DESIGN OF CULTURAL, HERITAGE AND INSTITUTIONAL EXPERIENCES.



In the face of fragmented attention and evolving audience expectations, institutions, brands and territories are confronted with the same challenge: how can they make the knowledge, heritage, expertise and visions that underpin their role in society both accessible and desirable?

It is with this perspective in mind that WMH Project is launching **Culture**, a dedicated area of expertise focused on cultural strategy, narrative design and the creation of experiences capable of connecting content, spaces and audiences. CULTURE by WMH Project supports institutions, brands and territories in designing projects where meaning is the starting point.

AN INTEGRATED APPROACH, FROM VISION TO EXPERIENCE

Whether it is a museum, a visitor centre, a national pavilion at a World Expo, a site to be showcased, or a brand experience rooted in heritage or know-how, CULTURE by WMH Project becomes involved from the earliest stages to identify what the project seeks to convey, bring to light or transform.

The division then supports the translation of this intention into narratives, content, programming, spaces, visitor journeys and experiences for audiences. Depending on the nature of the project, this approach may also encompass partnership strategy, governance and operating models.



This ability to bring together strategic vision, cultural design, delivery and the practical conditions required for implementation is one of its defining strengths. It helps inform decision-making, calibrate ambition and develop projects that are relevant, well-managed and sustainable. Some projects begin with a place. Others with a political ambition, scientific expertise, industrial heritage, a territorial challenge or a conviction. In every case, CULTURE by WMH Project operates at the point where the cultural and narrative framework that will bring coherence to the whole takes shape.

A CONVICTION: MAKING COMPLEXITY INTELLIGIBLE WITHOUT OVERSIMPLIFYING IT

CULTURE by WMH Project was born from the conviction that today's major challenges can no longer be addressed through information or communication alone. They require forms capable of connecting knowledge, emotions, the imagination and lived experiences.

Culture is viewed here as a space for understanding, dialogue and projection. A way of making complex subjects accessible and of building bridges between expertise and society, between memory and the future, between knowledge and action.

The projects designed by CULTURE by WMH Project seek to create the conditions for a lasting encounter between content and audiences. They place equal importance on the quality of the narrative and the lived experience, on emotion and understanding, on transmission and reflection.

"We create the context. Our ambition is to pass on knowledge, convictions and heritage. To spark meaning. To create relevance. To offer a broader perspective." _ Fanny BERTRAN DE BALANDA & Anaïs MONTIN.

EXPERTISE AT THE INTERSECTION OF STRATEGY, CULTURE AND EXPERIENCE

The Culture expertise is led by **Anaïs MONTIN** and **Fanny BERTRAN DE BALANDA**, whose complementary backgrounds bring together strategy, cultural design, international development and the management of complex projects.

For more than twenty years, Anaïs MONTIN has designed and led projects at the intersection of strategy, culture and experience. Her international career, primarily developed within agencies, led her to head Prisme International, where she supported luxury brands and institutions and orchestrated major opening ceremonies and royal weddings, particularly in the Middle East. She also held an in-house position at Al Tayer Group. In Lyon, she led the restructuring and repositioning of La Commune, an innovative hybrid venue.

Trained in strategy and competitive intelligence, Fanny BERTRAN DE BALANDA specialises in structuring complex projects and coordinating international stakeholders. In the United Arab Emirates, she notably developed a sports events agency involved in events held under high patronage. At the European studio facts and fiction, she led projects for European institutions, national pavilions and cultural initiatives with a strong public dimension.

Their approach combines the definition of a vision with its concrete translation into places and experiences capable of creating a lasting relationship with their audiences.

This expertise was notably showcased through the multi-award-winning project **"La Baleine"**, the cultural platform of the third United Nations Ocean Conference, held in Nice in 2025 for the French



Ministry for Europe and Foreign Affairs. Conceived as a space for dialogue between science, culture, diplomacy and civic engagement, the project welcomed more than 130,000 visitors and several hundred international speakers.

This momentum continued with the strategic support of **Mission Neptune**, an initiative dedicated to mobilising stakeholders committed to ocean preservation.

About WMH Project:

WMH Project is a leading “Global Experience Agency”, deploying bold, measurable and responsible experience platforms in more than 100 countries. These platforms bring brands to life and help them grow, spark conversations among audiences, inspire consumers to take action — and generate a positive, lasting impact.

With €225 million in revenue in 2025, the agency relies on more than 500 employees across France and internationally (Paris, Lyon, Marseille, Bordeaux, Brussels, Milan, Dubai and Los Angeles) and offers five areas of expertise: Event, Travel, Design, Content and Influence.

In 2025, WMH Project was named Responsible Communication Agency of the Year and International Event Communication Agency of the Year.

Learn more: www.wmhproject.fr



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