



Maik Klokow, producer and entertainment professional, launches a new live entertainment company, 360° Entertainment GmbH

Hamburg, April 1, 2024

Maik Klokow: 'We are harnessing all our expertise and energy for the topic of live entertainment, without boundaries and across genres, hence 360°.'

In the future, we will operate theaters ourselves or on commission, build theaters, and produce live entertainment. In doing so, we are open to all genres for musicals, theater productions, and shows, whether they are original works or licensed productions. We are both creators and consultants, aiming to ensure success for both our projects and our partners.

We collaborate with renowned national and international creatives and licensors to bring existing and new productions to the German-speaking region.



Starting from the idea through the creative processes, castings, stage executions, marketing, from ticketing to marketing and distribution to sponsorship, we cover all areas of live entertainment, with a comprehensive network of professionals for all departments, competent and holistic - indeed 360°.

In our pursuit, we follow our clear, focused philosophy:

purpose – performance – passion – people

We, the team at 360° Entertainment, along with our network of live entertainment professionals, are excited for whatever comes next.

The team at 360° Entertainment:

The team members around Maik Klokow all have many years of experience in their respective fields and in advising companies.

- **Maik Klokow** – Producer/CEO
- **Guenter Irmeler** – Managing Director/CFO
- **Anna Montanaro** – Artistic & Casting Consulting
- **Veit Knoefler** – Senior Project Manager

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The company is headquartered in Hamburg